

# National CLEANER & DYER

*First in the Drycleaning Industry Since 1910*

**JULY, 1957**

## HOW TO FINISH CURTAINS . . . PAGE 72

*Laura Porterfield continues the household finishing series with a detailed explanation on handling curtains*



## PLANT TOURS —

*Win new customers and build goodwill through plant visitations. Properly handled group visits can help dispel false ideas, too*

... page 44

**"ALL THAT  
GLITTERS IS  
NOT  
GOLD"**

... page 30



*when using detergents to remove soluble stains*



—use

# **HYFLO**

**...it always maintains  
detergent  
concentrations**

J-M HYFLO\* removes all insoluble soil, but, unlike sweeteners, it never removes active detergent. Rely on "the charge" to reduce your spotting time while relying on Hyflo not to reduce your detergent concentration.

The correct precoat plus the addition of Hyflo to every washer load will help you protect your filter screen, operate at lower pressures and lengthen your cycles. Hyflo is the original high-speed filter powder that makes solvent recovery almost automatic with any type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16. In Canada, Port Credit, Ontario.

\*Trade Mark Reg. U. S. Pat. 1,087, 1,088

**The complete filter powder  
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



## **Johns-Manville**

# **HYFLO**



**the filter powder for charged system cleaning**



## GOOD READING FOR WIDE AWAKE PLANT MANAGERS

### LEARN HOW BUCKEYE CLEAN-CHARGE® CAN HELP YOU REDUCE FINISHING COSTS AND BUILD SALES VOLUME

You know how costly de-linting can be. But did you know that Buckeye Clean-Charge® has now made de-linting completely unnecessary?

Buckeye Clean-Charge®, with its exclusive anti-static agent, eliminates static electricity that produces drag on the buck during the finishing operation. **THIS RESULTS IN HIGHER PRODUCTION PER OPERATOR PER HOUR... LOWER FINISHING COSTS.**

You also save on classification time. Buckeye Clean-Charge® enables you to tumble light and dark, hard and soft fabrics together. Yet they come out clean, dry and completely devoid of lint. And how customers love that!

### "LINT-FREE CLING-FREE"™ DRY CLEANING PROCESS† CAN INCREASE YOUR BUSINESS

A forceful series of ads in leading national magazines

continually reminds the public to look for cleaners that offer the "Lint-Free Cling-Free"™ Dry Cleaning Process†. Make this national advertising work for you by identifying yourself with it.

A wide variety of tie-in merchandising aids are available: newspaper mats, radio scripts, TV spots, banners, buttonhole tags, direct mail pieces and others. Much of this material is free. Use it and watch it bring the customers in.

If you want to know more about Buckeye Clean-Charge®, just drop us a note. We'll send you the complete story, along with a sample bottle of "DYP"®, the anti-static rinse for home use—another great business builder, with terrific tie-in strength!



Producers of Quality Products for the  
Dry Cleaning Industry Since 1844.

\*Trade mark of the Davies-Young Soap Company. †U.S. Pat. No. 2729576; Canadian Pat. No. 528758; other patents pending.

NATIONAL CLEANER & DYER, July, 1957. Published monthly by the Business Papers Division of The Hearst H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 48, No. 7. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



# THE EASY, LOW COST WAY TO USE PLASTIC BAGS

AND *Glamorize* YOUR DRYCLEANING SERVICE

It's the Bishop

## BAG-O-TERIA

ENDS PLASTIC BAG PROBLEMS

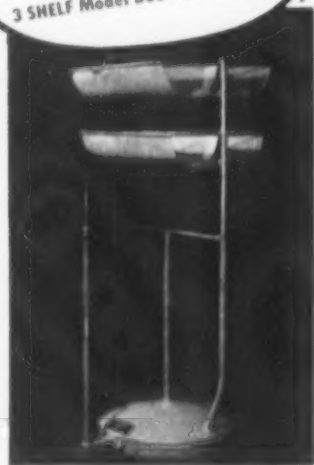
**NEW!**

2 *Economy* MODELS

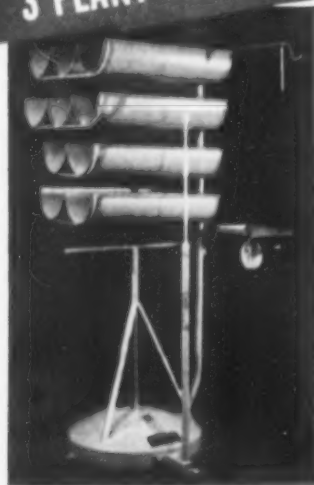
**SPECIAL \$99<sup>00</sup>**

2 SHELF MODEL B30-32 ...

3 SHELF Model B30-33 ... \$119.00



**3 PLANT MODELS**



### PROBLEMS

PLASTIC IS

**SLIPPERY**



PLASTIC STICKS WITH

**STATIC  
ELECTRICITY**



PLASTIC IS

**EASILY  
TORN**



PLASTIC IS

**LIMP**



PLASTIC IS

**DIFFICULT  
TO LOAD**



### ANSWERS

BAG-O-TERIA GIVES YOU

**SLIP-  
PRUF**

PLASTIC BAGGING



BAG-O-TERIA  
ALWAYS  
DELIVERS

**ONE BAG AT A TIME**



BAG-O-TERIA HAS THE

**TEAR-PRUF**

BAGGING ROD



BAG-O-TERIA HOLDS BAGS

**READY TO USE**

NO LIFTING ... NO PUSHING



BAG-O-TERIA GIVES YOU

**EASY  
LOADING**



Model B30-44, Four-shelf Unit \$165.00

Model B30-43, Three-shelf Unit 149.00

Model B30-42, Two-shelf Unit 135.00

**BAG-O-TERIA IS  
BEST FOR PAPER TOO!**



**BISHOP DAVID FREEMAN CO.**

MFRS. EVANSTON, ILLINOIS, U.S.A.

**/ ORDER FROM YOUR JOBBER**

© 1957 B. D. F. Co.



it's the **SHIRT**  
**SENSATION!**

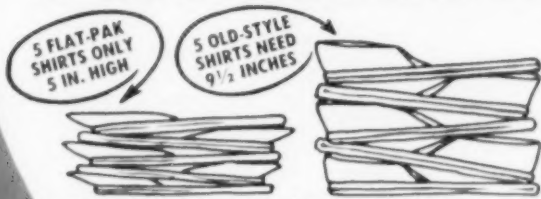
Bishop  
**LAYBACK** T.M.  
**Collar-Former**

PAT. APPLIED FOR

*The Non-Crush  
Flat-Pak Method*



*YOU* get..  
up to **50% SAVINGS**  
IN SHIRT-PACKAGING COSTS!



More shirts per box or shell...  
More shirts per shelf or truck!

**Finish BOTH**  
*on the same unit*

Your **CUSTOMER** gets...  
**COLLAR-COMFORT**  
*all day long!*



*plus* **CONVENIENCE!**

More shirts in his grip  
when he travels



More shirts in his  
dresser drawers  
at home



FOR ALL MAKES  
AND MODELS of  
AUTOMATIC or MANUAL  
Shirt-Folding Tables...

BISHOP  
**LAYBACK** T.M.  
**COLLAR-FORMER**

© 1957 B. D. F. Co.

ORDER FROM YOUR JOBBER-SALESMAN

**BISHOP DAVID FREEMAN CO.**

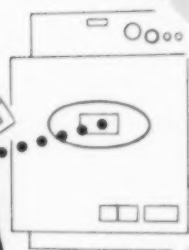
MFRS., EVANSTON, ILLINOIS, U.S.A.



**CUT YOUR OPERATING COSTS  
WITH BISHOP LABOR-SAVERS!**

# Cut down on costly re-cleans

## Use Wilson's TarGo®



*...the modern spotter  
that works dry or wet*

Save time. Save soap. Save solvent. Use TarGo to remove any oil-base stain that remains after cleaning. TarGo not only knocks out the toughest "hard-set" spots but, 9 times out of 10, makes it unnecessary to re-run garments after spotting.

Light and dry, TarGo is a concentrated formulation that contains a higher proportion of active stain-dissolving ingredients than heavy, oily spotters. That's why you can use it on the dry side to get powerful penetrating stain removal action . . . yet flush it out easily on the wet side to avoid re-cleaning.

Ask your jobber for TarGo.

A. L. WILSON CHEMICAL CO., Kearny, N. J.



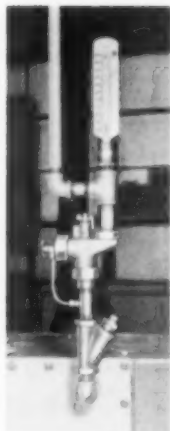
**In either bottle . . . your best bet for safe  
and sure stain removal**

When it's a WILSON "GO" product it's a better stain remover . . . because it's made by stain removal specialists, backed by 30 years of leadership

**"Stain  
Removers  
are our only business"**

# HOW TO CLEAN 12,000 POUNDS OF GARMENTS WITH A DRUM OF PERCHLOROETHYLENE

## The Secret? Temperature Control!



Recent drycleaning bulletins announce that 12,000 pounds of soiled articles can be cleaned with just one drum of "per." The conditions: Absence of leaks in either recovery tumbler or cleaning machine, and use of correct drying time.

### Inside the Recovery Unit: WATER CONTROL IS IMPORTANT TO EFFICIENT SOLVENT RECOVERY

Two vital factors in recovering solvent properly (and incidentally in conserving water and steam) are (1) control of the amount and (2) control of the temperature of water used in the recovery unit. The reasons: At the start, as warm air passes through the solvent-saturated garments, the solvent evaporates, creates cooling action, and reduces the temperature of the clothes. This in turn cools the air going over the condensing coils and lessens the need for water. But as clothes get drier, less evaporation and cooling take place and the air gets warmer. At that point it takes more water to maintain the same rate of cooling. And at the cycle's end, no water at all is needed.

### SPECIAL VALVE REQUIRED

The ordinary valve which merely lets water flow into the recovery tumbler cannot keep the temperature inside the unit controlled efficiently, and wastes water. Engineers of the Vic Manufacturing Company of Minneapolis, after many tests during the recovery cycle, have now developed a special Control Valve which starts, stops, increases and lessens the water flow automatically as the inside temperature of the recovery tumbler dictates. This assures top recovery efficiency at all times.

The Vic Water Flow and Temperature Regulating Valve offers an added bonus of savings—in water. Because water is not nearly so costly as perchloroethylene, saving it may not at first glance seem important. However, thousands of gallons of water a year are wasted by ordinary valves—so that the saving per year can be considerable!

### TOO MUCH COLD WATER

Some drycleaners feel that because they have plenty of cold water, they can use it "as is." But this method is actually inefficient and wasteful. Here's why: The

heating coils inside the recovery unit heat the vapors up to a given temperature, and then the cold coils cool the vapors down to a given temperature, thus condensing solvent out of the vapors. This cycle should repeat itself at the same high and low temperatures each time. But if over-cold water is used, or if more water than needed is used, then the vapors in the unit get too cold—and the heating coils cannot bring the temperature up sufficiently for proper drying.

In addition, overly cold water takes more steam to re-heat it. Thus the wrong

method, and in such cases a VIC MECHANICALLY REFRIGERATED SOLVENT COOLER or WATER CHILLER of the proper capacity does the best all-around job.

### SOLVENT EVAPORATION

Here is the Dow Chemical Company's chart (SPOT NEWS, Jan. '57) showing the evaporation point of solvent at various temperatures. This shows that the hotter the solvent, the more loss there is in transferring clothes from the cleaning machine into the recovery tumbler.

TABLE I

Temp. °F.	Lbs. solvent in washer atmosphere	Lbs. solvent lost in garment transfer	Lbs. solvent lost in atmosphere from storage tank	Total losses (lbs.)	
				One Bath System	Two Bath System
70	0.115	0.038	0.056	0.21	0.26
80	0.126	0.042	0.062	0.23	0.29
90	0.156	0.052	0.077	0.28	0.36
100	0.191	0.064	0.094	0.35	0.44
110	0.244	0.081	0.120	0.44	0.56
120	0.320	0.106	0.157	0.58	0.74

TABLE II

Temp. °F.	Lbs. solvent lost per week		Difference in lbs. of loss due to high temp.		Cost above base loss at 70° F. at 14.5 cents per lb.			
	One bath	Two bath	One bath	Two bath	Per week		Per 50 weeks	
					One bath	Two bath	One bath	Two bath
70	12.6	15.6	—	—	—	—	—	—
80	13.8	17.4	1.2	1.8	\$0.174	\$0.261	\$ 8.70	\$ 13.05
90	16.8	21.6	4.2	6.0	0.609	0.870	30.45	43.50
100	21.0	26.4	8.4	10.8	1.218	1.566	60.90	78.30
110	26.4	34.6	13.8	19.0	2.001	2.755	100.50	137.75
120	34.8	44.4	22.2	28.8	3.219	4.176	160.95	208.80

type of valve spells WASTE three ways: (1) excess solvent evaporation (2) water waste (3) steam waste—all of which can be eliminated by installing a Vic Water Flow and Temperature Control Valve.

### Inside the Cleaning Unit: SOLVENT TEMPERATURE CONTROL INCREASES MILEAGE

The temperature of solvent while it is actually cleaning the articles is another important factor that affects your mileage. As every cleaner knows, hot solvent speedily evaporates into irreclaimable fumes. According to authorities, the ideal solvent temperature for cleaning is 75° F. Higher or lower temperatures not only tend to waste solvent, but also result in just plain poor cleaning. It's well-known that hot solvent causes bleeding of dyes, extra wrinkling, and takes color out of pre-spotted areas. Cold solvent, of course, retards removal of water-soluble soil and salt.

To achieve the ideal steady 75° F. solvent temperature, you must have 65° water available at the cleaning machine. If your present water supply is no higher than 70°, your solvent temperature should be satisfactory. But if the water you use is warmer, it must be cooled mechani-

### TODAY 12,000-POUND MILEAGE IS WITHIN YOUR REACH

Summing up, the combination of water control and solvent control will definitely help you get mileage of 12,000 lbs. of cleaning from one drum of perchloroethylene. Water control and solvent control will also give you some very attractive side economies: water control saves water and steam, and solvent control prevents poor cleaning.

For these reasons, the combination of the new VIC WATER FLOW AND TEMPERATURE REGULATING VALVE with the proper VIC CHILLER or COOLER can prove a welcome team of helpers who pay their modest cost quickly, and insure steady dividends thereafter for many years.

Vic jobbers, of whom there are many in the United States, will gladly explain in detail. Plant operators who may not know where to find the nearest Vic jobber (the yellow pages of the telephone book usually carry this information under CLEANING & DYEING—EQUIPMENT & SUPPLIES) may get complete information by writing to VIC MANUFACTURING COMPANY, 1313 Hawthorne Avenue, Minneapolis 3, Minn.

# CONTENTS

VOLUME 48, NO. 7

JULY, 1957

## FEATURES

- All That Glitters Is Not Gold** ..... By Harry Yeates 30  
*Why one quality cleaner farms out his leather work*
- Why Do Some Drycleaning Plants Fail?** ..... By Gerald Whitman 38  
*A special report based on Dun and Bradstreet data*
- How Plant Tours Can Pay Off** ..... By Gerald Whitman 44  
*Here are ways to organize visitations*
- Planning Insured Their Future** ..... By Harry Yeates 51  
*A "wild" idea is sound, thanks to research*
- Consider These Five Points When Selecting a New Plant Location** ..... By Richard Vinocur 58  
*Some fundamental ideas to remember for expansion*
- How To Reduce Sales Costs in Stores** ..... By William Palmer 62  
*Extra duties keep rents and salaries in line*
- A New Look in Shirts** ..... By Harry Yeates 68  
*Here is a new development of special interest*
- Your Guide to a Profitable Household Department** ..... By Laura Porterfield 72  
*Part 2—Easy way to do curtains*
- How One Plant Built Route Sales** ..... By Lou Bellew 84  
*Effective training paid off here*
- Salespeople—Where Do You Find Them** ..... By James Robertson 88

## DEPARTMENTS

- New Products and Literature** ..... 10
- Business Builders** ..... 18
- Gadgets and Gimmicks** ..... 24
- Editorial** ..... 28
- Association Notes** ..... 56
- Convention** ..... 78
- Signs of the Times** ..... 80
- N.I.D. News** ..... 82
- Questions and Answers** ..... 94
- Legal Decisions** By A. L. H. Street 96
- News From the Allied Trades** ..... 98
- People and Places** ..... 104
- Obituaries** ..... 108
- Meetings Scheduled** ..... 108
- Advertisers' Index** ..... 113
- Our Readers Say** ..... 114



The...National  
**CLEANER & DYER**

## Quality? What's That?

Let's face it. In the squeeze between rising costs and static cleaning prices, the cleaner sees that profit margin shrinking. To offset this, the main concern centers around more production. More pieces per hour, faster methods seems to offer the only solution.

Actually the problem is more basic. If quality—that elusive thing—were improved, then cleaners would have little to fear from their customers when cleaning prices were raised to a proper level.

It was good to hear the report of Charles Riggott of the Institute at the last national convention. He revealed that the Institute is engaging in a research project to set up different degrees of quality. There will probably be four classifications or standards clearly defined, once the project is completed.

Up to now the general attitude has been that quality is what the "traffic will bear." This isn't so. Cleaners in the same neighborhood, charging the same price, will produce two entirely different cleaning and finishing jobs. (If you don't believe it, ask the other cleaner.)

No wonder plantowners are hesitant about price raises. They aren't sure in their own minds whether the job they are producing merits a higher price. And it probably doesn't. One of the country's top spotting authorities threw down an interesting challenge recently. I refer to "Dutch" Rothe, who spoke at the convention of the Drycleaners of the Dakotas.

In an inspiring address he posed this question: Suppose you, Mr. Cleaner, were to close your business to go into some other field. Which of your present competitor plants would you patronize?

It started a lot of soul searching, since every cleaner could assume the double roles of either the "competitor" or "customer." It pointed up the need for greater emphasis on quality.

Customers aren't stupid. They will pay for value received, and it all stems from quality.—Art Schuelke

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:  
**NATIONAL CLEANER & DYER**  
 305 East 45th Street  
 New York 17, N. Y.

NATIONAL CLEANER & DYER



# The 2-Bath method becomes simple with Street's Extractor-Rinse\*

The procedure for cleaning with the EXTRACTOR-RINSE is almost identical to that used with any conventional petroleum equipment:

**1** The garments are cleaned immaculately while using the MYCEL process with 4% 886 and CONDUCTIVITY CONTROL.

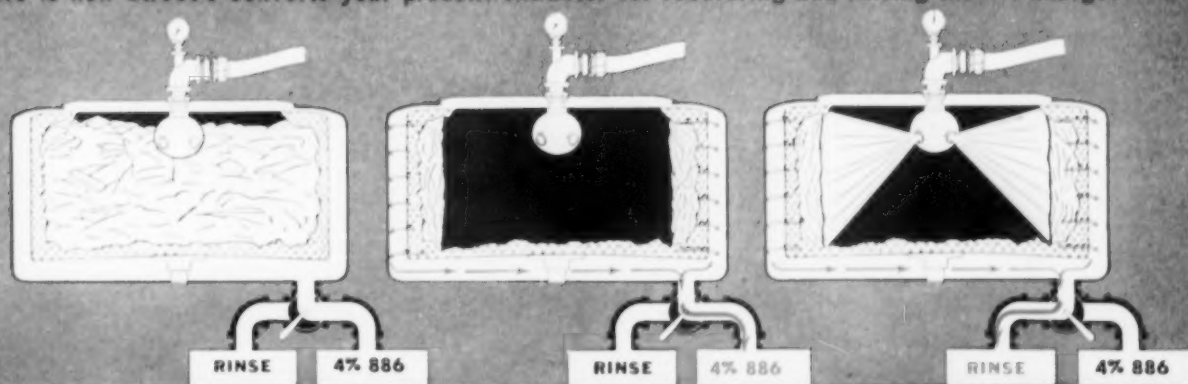
**2** They are then transferred as usual to the extractor and the extractings are returned for repeated use to the tank reserved for 4% charge.

**3** Then, without stopping the extractor, purified rinse solvent is sprayed throughout the garments in the extractor. During the spray rinse the extractings are diverted to another tank reserved for rinse solvent. Following the spray rinse, the garments are left in the extractor for the conventional extracting period prior to drying.

Compared with an ordinary no-rinse charged system of cleaning, the X-R requires no more time or labor for cleaning, no more transfer of garments from one piece of equipment to another, and requires only a few minutes more time allotted to extracting. The few additional minutes required for spray rinsing and extracting pay big by virtue of removing the excess of non-volatile impurities which build up in the charged solvent and which, when not removed from garments before drying, impair whiteness retention, dull colors, impart objectionable odors to garments, prolong necessary tumbling time, cause swales in heavily sized fabrics and form rings in spotting.

Continuous distillation of a separate rinse bath costs a mere fraction of occasional distillation of the charged solvent, and is infinitely more effective.

Here is how Street's converts your present extractor for recovering and rinsing the 4% charge...



Street's EXTRACTOR-RINSE process utilizes your separate extractor for (1) extracting after soaping; (2) rinsing; and (3) extracting after rinsing. Relieved of these three operations your washer may be utilized for full 30-minute run on 4% charge for maximum water-soluble spot removal. There is no substitute for running time.

\*THE FOLLOWING PATENTED INVENTIONS OF THE X-R HAVE BEEN ASSIGNED TO R. R. STREET & CO. (INCORPORATED IN ILLINOIS), CHICAGO, ILLINOIS: NO. 2,800,000; NO. 2,800,001; NO. 2,800,002; NO. 2,800,003; NO. 2,800,004; NO. 2,800,005; NO. 2,800,006; NO. 2,800,007; NO. 2,800,008; NO. 2,800,009; NO. 2,800,010; NO. 2,800,011; NO. 2,800,012; NO. 2,800,013; NO. 2,800,014; NO. 2,800,015; NO. 2,800,016; NO. 2,800,017; NO. 2,800,018; NO. 2,800,019; NO. 2,800,020; NO. 2,800,021; NO. 2,800,022; NO. 2,800,023; NO. 2,800,024; NO. 2,800,025; NO. 2,800,026; NO. 2,800,027; NO. 2,800,028; NO. 2,800,029; NO. 2,800,030; NO. 2,800,031; NO. 2,800,032; NO. 2,800,033; NO. 2,800,034; NO. 2,800,035; NO. 2,800,036; NO. 2,800,037; NO. 2,800,038; NO. 2,800,039; NO. 2,800,040; NO. 2,800,041; NO. 2,800,042; NO. 2,800,043; NO. 2,800,044; NO. 2,800,045; NO. 2,800,046; NO. 2,800,047; NO. 2,800,048; NO. 2,800,049; NO. 2,800,050; NO. 2,800,051; NO. 2,800,052; NO. 2,800,053; NO. 2,800,054; NO. 2,800,055; NO. 2,800,056; NO. 2,800,057; NO. 2,800,058; NO. 2,800,059; NO. 2,800,060; NO. 2,800,061; NO. 2,800,062; NO. 2,800,063; NO. 2,800,064; NO. 2,800,065; NO. 2,800,066; NO. 2,800,067; NO. 2,800,068; NO. 2,800,069; NO. 2,800,070; NO. 2,800,071; NO. 2,800,072; NO. 2,800,073; NO. 2,800,074; NO. 2,800,075; NO. 2,800,076; NO. 2,800,077; NO. 2,800,078; NO. 2,800,079; NO. 2,800,080; NO. 2,800,081; NO. 2,800,082; NO. 2,800,083; NO. 2,800,084; NO. 2,800,085; NO. 2,800,086; NO. 2,800,087; NO. 2,800,088; NO. 2,800,089; NO. 2,800,090; NO. 2,800,091; NO. 2,800,092; NO. 2,800,093; NO. 2,800,094; NO. 2,800,095; NO. 2,800,096; NO. 2,800,097; NO. 2,800,098; NO. 2,800,099; NO. 2,800,100; NO. 2,800,101; NO. 2,800,102; NO. 2,800,103; NO. 2,800,104; NO. 2,800,105; NO. 2,800,106; NO. 2,800,107; NO. 2,800,108; NO. 2,800,109; NO. 2,800,110; NO. 2,800,111; NO. 2,800,112; NO. 2,800,113; NO. 2,800,114; NO. 2,800,115; NO. 2,800,116; NO. 2,800,117; NO. 2,800,118; NO. 2,800,119; NO. 2,800,120; NO. 2,800,121; NO. 2,800,122; NO. 2,800,123; NO. 2,800,124; NO. 2,800,125; NO. 2,800,126; NO. 2,800,127; NO. 2,800,128; NO. 2,800,129; NO. 2,800,130; NO. 2,800,131; NO. 2,800,132; NO. 2,800,133; NO. 2,800,134; NO. 2,800,135; NO. 2,800,136; NO. 2,800,137; NO. 2,800,138; NO. 2,800,139; NO. 2,800,140; NO. 2,800,141; NO. 2,800,142; NO. 2,800,143; NO. 2,800,144; NO. 2,800,145; NO. 2,800,146; NO. 2,800,147; NO. 2,800,148; NO. 2,800,149; NO. 2,800,150; NO. 2,800,151; NO. 2,800,152; NO. 2,800,153; NO. 2,800,154; NO. 2,800,155; NO. 2,800,156; NO. 2,800,157; NO. 2,800,158; NO. 2,800,159; NO. 2,800,160; NO. 2,800,161; NO. 2,800,162; NO. 2,800,163; NO. 2,800,164; NO. 2,800,165; NO. 2,800,166; NO. 2,800,167; NO. 2,800,168; NO. 2,800,169; NO. 2,800,170; NO. 2,800,171; NO. 2,800,172; NO. 2,800,173; NO. 2,800,174; NO. 2,800,175; NO. 2,800,176; NO. 2,800,177; NO. 2,800,178; NO. 2,800,179; NO. 2,800,180; NO. 2,800,181; NO. 2,800,182; NO. 2,800,183; NO. 2,800,184; NO. 2,800,185; NO. 2,800,186; NO. 2,800,187; NO. 2,800,188; NO. 2,800,189; NO. 2,800,190; NO. 2,800,191; NO. 2,800,192; NO. 2,800,193; NO. 2,800,194; NO. 2,800,195; NO. 2,800,196; NO. 2,800,197; NO. 2,800,198; NO. 2,800,199; NO. 2,800,200; NO. 2,800,201; NO. 2,800,202; NO. 2,800,203; NO. 2,800,204; NO. 2,800,205; NO. 2,800,206; NO. 2,800,207; NO. 2,800,208; NO. 2,800,209; NO. 2,800,210; NO. 2,800,211; NO. 2,800,212; NO. 2,800,213; NO. 2,800,214; NO. 2,800,215; NO. 2,800,216; NO. 2,800,217; NO. 2,800,218; NO. 2,800,219; NO. 2,800,220; NO. 2,800,221; NO. 2,800,222; NO. 2,800,223; NO. 2,800,224; NO. 2,800,225; NO. 2,800,226; NO. 2,800,227; NO. 2,800,228; NO. 2,800,229; NO. 2,800,230; NO. 2,800,231; NO. 2,800,232; NO. 2,800,233; NO. 2,800,234; NO. 2,800,235; NO. 2,800,236; NO. 2,800,237; NO. 2,800,238; NO. 2,800,239; NO. 2,800,240; NO. 2,800,241; NO. 2,800,242; NO. 2,800,243; NO. 2,800,244; NO. 2,800,245; NO. 2,800,246; NO. 2,800,247; NO. 2,800,248; NO. 2,800,249; NO. 2,800,250; NO. 2,800,251; NO. 2,800,252; NO. 2,800,253; NO. 2,800,254; NO. 2,800,255; NO. 2,800,256; NO. 2,800,257; NO. 2,800,258; NO. 2,800,259; NO. 2,800,260; NO. 2,800,261; NO. 2,800,262; NO. 2,800,263; NO. 2,800,264; NO. 2,800,265; NO. 2,800,266; NO. 2,800,267; NO. 2,800,268; NO. 2,800,269; NO. 2,800,270; NO. 2,800,271; NO. 2,800,272; NO. 2,800,273; NO. 2,800,274; NO. 2,800,275; NO. 2,800,276; NO. 2,800,277; NO. 2,800,278; NO. 2,800,279; NO. 2,800,280; NO. 2,800,281; NO. 2,800,282; NO. 2,800,283; NO. 2,800,284; NO. 2,800,285; NO. 2,800,286; NO. 2,800,287; NO. 2,800,288; NO. 2,800,289; NO. 2,800,290; NO. 2,800,291; NO. 2,800,292; NO. 2,800,293; NO. 2,800,294; NO. 2,800,295; NO. 2,800,296; NO. 2,800,297; NO. 2,800,298; NO. 2,800,299; NO. 2,800,300; NO. 2,800,301; NO. 2,800,302; NO. 2,800,303; NO. 2,800,304; NO. 2,800,305; NO. 2,800,306; NO. 2,800,307; NO. 2,800,308; NO. 2,800,309; NO. 2,800,310; NO. 2,800,311; NO. 2,800,312; NO. 2,800,313; NO. 2,800,314; NO. 2,800,315; NO. 2,800,316; NO. 2,800,317; NO. 2,800,318; NO. 2,800,319; NO. 2,800,320; NO. 2,800,321; NO. 2,800,322; NO. 2,800,323; NO. 2,800,324; NO. 2,800,325; NO. 2,800,326; NO. 2,800,327; NO. 2,800,328; NO. 2,800,329; NO. 2,800,330; NO. 2,800,331; NO. 2,800,332; NO. 2,800,333; NO. 2,800,334; NO. 2,800,335; NO. 2,800,336; NO. 2,800,337; NO. 2,800,338; NO. 2,800,339; NO. 2,800,340; NO. 2,800,341; NO. 2,800,342; NO. 2,800,343; NO. 2,800,344; NO. 2,800,345; NO. 2,800,346; NO. 2,800,347; NO. 2,800,348; NO. 2,800,349; NO. 2,800,350; NO. 2,800,351; NO. 2,800,352; NO. 2,800,353; NO. 2,800,354; NO. 2,800,355; NO. 2,800,356; NO. 2,800,357; NO. 2,800,358; NO. 2,800,359; NO. 2,800,360; NO. 2,800,361; NO. 2,800,362; NO. 2,800,363; NO. 2,800,364; NO. 2,800,365; NO. 2,800,366; NO. 2,800,367; NO. 2,800,368; NO. 2,800,369; NO. 2,800,370; NO. 2,800,371; NO. 2,800,372; NO. 2,800,373; NO. 2,800,374; NO. 2,800,375; NO. 2,800,376; NO. 2,800,377; NO. 2,800,378; NO. 2,800,379; NO. 2,800,380; NO. 2,800,381; NO. 2,800,382; NO. 2,800,383; NO. 2,800,384; NO. 2,800,385; NO. 2,800,386; NO. 2,800,387; NO. 2,800,388; NO. 2,800,389; NO. 2,800,390; NO. 2,800,391; NO. 2,800,392; NO. 2,800,393; NO. 2,800,394; NO. 2,800,395; NO. 2,800,396; NO. 2,800,397; NO. 2,800,398; NO. 2,800,399; NO. 2,800,400; NO. 2,800,401; NO. 2,800,402; NO. 2,800,403; NO. 2,800,404; NO. 2,800,405; NO. 2,800,406; NO. 2,800,407; NO. 2,800,408; NO. 2,800,409; NO. 2,800,410; NO. 2,800,411; NO. 2,800,412; NO. 2,800,413; NO. 2,800,414; NO. 2,800,415; NO. 2,800,416; NO. 2,800,417; NO. 2,800,418; NO. 2,800,419; NO. 2,800,420; NO. 2,800,421; NO. 2,800,422; NO. 2,800,423; NO. 2,800,424; NO. 2,800,425; NO. 2,800,426; NO. 2,800,427; NO. 2,800,428; NO. 2,800,429; NO. 2,800,430; NO. 2,800,431; NO. 2,800,432; NO. 2,800,433; NO. 2,800,434; NO. 2,800,435; NO. 2,800,436; NO. 2,800,437; NO. 2,800,438; NO. 2,800,439; NO. 2,800,440; NO. 2,800,441; NO. 2,800,442; NO. 2,800,443; NO. 2,800,444; NO. 2,800,445; NO. 2,800,446; NO. 2,800,447; NO. 2,800,448; NO. 2,800,449; NO. 2,800,450; NO. 2,800,451; NO. 2,800,452; NO. 2,800,453; NO. 2,800,454; NO. 2,800,455; NO. 2,800,456; NO. 2,800,457; NO. 2,800,458; NO. 2,800,459; NO. 2,800,460; NO. 2,800,461; NO. 2,800,462; NO. 2,800,463; NO. 2,800,464; NO. 2,800,465; NO. 2,800,466; NO. 2,800,467; NO. 2,800,468; NO. 2,800,469; NO. 2,800,470; NO. 2,800,471; NO. 2,800,472; NO. 2,800,473; NO. 2,800,474; NO. 2,800,475; NO. 2,800,476; NO. 2,800,477; NO. 2,800,478; NO. 2,800,479; NO. 2,800,480; NO. 2,800,481; NO. 2,800,482; NO. 2,800,483; NO. 2,800,484; NO. 2,800,485; NO. 2,800,486; NO. 2,800,487; NO. 2,800,488; NO. 2,800,489; NO. 2,800,490; NO. 2,800,491; NO. 2,800,492; NO. 2,800,493; NO. 2,800,494; NO. 2,800,495; NO. 2,800,496; NO. 2,800,497; NO. 2,800,498; NO. 2,800,499; NO. 2,800,500; NO. 2,800,501; NO. 2,800,502; NO. 2,800,503; NO. 2,800,504; NO. 2,800,505; NO. 2,800,506; NO. 2,800,507; NO. 2,800,508; NO. 2,800,509; NO. 2,800,510; NO. 2,800,511; NO. 2,800,512; NO. 2,800,513; NO. 2,800,514; NO. 2,800,515; NO. 2,800,516; NO. 2,800,517; NO. 2,800,518; NO. 2,800,519; NO. 2,800,520; NO. 2,800,521; NO. 2,800,522; NO. 2,800,523; NO. 2,800,524; NO. 2,800,525; NO. 2,800,526; NO. 2,800,527; NO. 2,800,528; NO. 2,800,529; NO. 2,800,530; NO. 2,800,531; NO. 2,800,532; NO. 2,800,533; NO. 2,800,534; NO. 2,800,535; NO. 2,800,536; NO. 2,800,537; NO. 2,800,538; NO. 2,800,539; NO. 2,800,540; NO. 2,800,541; NO. 2,800,542; NO. 2,800,543; NO. 2,800,544; NO. 2,800,545; NO. 2,800,546; NO. 2,800,547; NO. 2,800,548; NO. 2,800,549; NO. 2,800,550; NO. 2,800,551; NO. 2,800,552; NO. 2,800,553; NO. 2,800,554; NO. 2,800,555; NO. 2,800,556; NO. 2,800,557; NO. 2,800,558; NO. 2,800,559; NO. 2,800,560; NO. 2,800,561; NO. 2,800,562; NO. 2,800,563; NO. 2,800,564; NO. 2,800,565; NO. 2,800,566; NO. 2,800,567; NO. 2,800,568; NO. 2,800,569; NO. 2,800,570; NO. 2,800,571; NO. 2,800,572; NO. 2,800,573; NO. 2,800,574; NO. 2,800,575; NO. 2,800,576; NO. 2,800,577; NO. 2,800,578; NO. 2,800,579; NO. 2,800,580; NO. 2,800,581; NO. 2,800,582; NO. 2,800,583; NO. 2,800,584; NO. 2,800,585; NO. 2,800,586; NO. 2,800,587; NO. 2,800,588; NO. 2,800,589; NO. 2,800,590; NO. 2,800,591; NO. 2,800,592; NO. 2,800,593; NO. 2,800,594; NO. 2,800,595; NO. 2,800,596; NO. 2,800,597; NO. 2,800,598; NO. 2,800,599; NO. 2,800,600; NO. 2,800,601; NO. 2,800,602; NO. 2,800,603; NO. 2,800,604; NO. 2,800,605; NO. 2,800,606; NO. 2,800,607; NO. 2,800,608; NO. 2,800,609; NO. 2,800,610; NO. 2,800,611; NO. 2,800,612; NO. 2,800,613; NO. 2,800,614; NO. 2,800,615; NO. 2,800,616; NO. 2,800,617; NO. 2,800,618; NO. 2,800,619; NO. 2,800,620; NO. 2,800,621; NO. 2,800,622; NO. 2,800,623; NO. 2,800,624; NO. 2,800,625; NO. 2,800,626; NO. 2,800,627; NO. 2,800,628; NO. 2,800,629; NO. 2,800,630; NO. 2,800,631; NO. 2,800,632; NO. 2,800,633; NO. 2,800,634; NO. 2,800,635; NO. 2,800,636; NO. 2,800,637; NO. 2,800,638; NO. 2,800,639; NO. 2,800,640; NO. 2,800,641; NO. 2,800,642; NO. 2,800,643; NO. 2,800,644; NO. 2,800,645; NO. 2,800,646; NO. 2,800,647; NO. 2,800,648; NO. 2,800,649; NO. 2,800,650; NO. 2,800,651; NO. 2,800,652; NO. 2,800,653; NO. 2,800,654; NO. 2,800,655; NO. 2,800,656; NO. 2,800,657; NO. 2,800,658; NO. 2,800,659; NO. 2,800,660; NO. 2,800,661; NO. 2,800,662; NO. 2,800,663; NO. 2,800,664; NO. 2,800,665; NO. 2,800,666; NO. 2,800,667; NO. 2,800,668; NO. 2,800,669; NO. 2,800,670; NO. 2,800,671; NO. 2,800,672; NO. 2,800,673; NO. 2,800,674; NO. 2,800,675; NO. 2,800,676; NO. 2,800,677; NO. 2,800,678; NO. 2,800,679; NO. 2,800,680; NO. 2,800,681; NO. 2,800,682; NO. 2,800,683; NO. 2,800,684; NO. 2,800,685; NO. 2,800,686; NO. 2,800,687; NO. 2,800,688; NO. 2,800,689; NO. 2,800,690; NO. 2,800,691; NO. 2,800,692; NO. 2,800,693; NO. 2,800,694; NO. 2,800,695; NO. 2,800,696; NO. 2,800,697; NO. 2,800,698; NO. 2,800,699; NO. 2,800,700; NO. 2,800,701; NO. 2,800,702; NO. 2,800,703; NO. 2,800,704; NO. 2,800,705; NO. 2,800,706; NO. 2,800,707; NO. 2,800,708; NO. 2,800,709; NO. 2,800,710; NO. 2,800,711; NO. 2,800,712; NO. 2,800,713; NO. 2,800,714; NO. 2,800,715; NO. 2,800,716; NO. 2,800,717; NO. 2,800,718; NO. 2,800,719; NO. 2,800,720; NO. 2,800,721; NO. 2,800,722; NO. 2,800,723; NO. 2,800,724; NO. 2,800,725; NO. 2,800,726; NO. 2,800,727; NO. 2,800,728; NO. 2,800,729; NO. 2,800,730; NO. 2,800,731; NO. 2,800,732; NO. 2,800,733; NO. 2,800,734; NO. 2,800,735; NO. 2,800,736; NO. 2,800,737; NO. 2,800,738; NO. 2,800,739; NO. 2,800,740; NO. 2,800,741; NO. 2,800,742; NO. 2,800,743; NO. 2,800,744; NO. 2,800,745; NO. 2,800,746; NO. 2,800,747; NO. 2,800,748; NO. 2,800,749; NO. 2,800,750; NO. 2,800,751; NO. 2,800,752; NO. 2,800,753; NO. 2,800,754; NO. 2,800,755; NO. 2,800,756; NO. 2,800,757; NO. 2,800,758; NO. 2,800,759; NO. 2,800,760; NO. 2,800,761; NO. 2,800,762; NO. 2,800,763; NO. 2,800,764; NO. 2,800,765; NO. 2,800,766; NO. 2,800,767; NO. 2,800,768; NO. 2,800,769; NO. 2,800,770; NO. 2,800,771; NO. 2,800,772; NO. 2,800,773; NO. 2,800,774; NO. 2,800,775; NO. 2,800,776; NO. 2,800,777; NO. 2,800,778; NO. 2,800,779; NO. 2,800,780; NO. 2,800,781; NO. 2,800,782; NO. 2,800,783; NO. 2,800,784; NO. 2,800,785; NO. 2,800,786; NO. 2,800,787; NO. 2,800,788; NO. 2,800,789; NO. 2,800,790; NO. 2,800,791; NO. 2,800,792; NO. 2,800,793; NO. 2,800,794; NO. 2,800,795; NO. 2,800,796; NO. 2,800,797; NO. 2,800,798; NO. 2,800,799; NO. 2,800,800; NO. 2,800,801; NO. 2,800,802; NO. 2,800,803; NO. 2,800,804; NO. 2,800,805; NO. 2,800,806; NO. 2,800,807; NO. 2,800,808; NO. 2,800,809; NO. 2,800,810; NO. 2,800,811; NO. 2,800,812; NO. 2,800,813; NO. 2,800,814; NO. 2,800,815; NO. 2,800,816; NO. 2,800,817; NO. 2,800,818; NO. 2,800,819; NO. 2,800,820; NO. 2,800,821; NO. 2,800,822; NO. 2,800,823; NO. 2,800,824; NO. 2,800,825; NO. 2,800,826; NO. 2,800,827; NO. 2,800,828; NO. 2,800,829; NO. 2,800,830; NO. 2,800,831; NO. 2,800,832; NO. 2,800,833; NO. 2,800,834; NO. 2,800,835; NO. 2,800,836; NO. 2,800,837; NO. 2,800,838; NO. 2,800,839; NO. 2,800,840; NO. 2,800,841; NO. 2,800,842; NO. 2,800,843; NO. 2,800,844; NO. 2,800,845; NO. 2,800,846; NO. 2,800,847; NO. 2,800,848; NO. 2,800,849; NO. 2,800,850; NO. 2,800,851; NO. 2,800,852; NO. 2,800,853; NO. 2,800,854; NO. 2,800,855; NO. 2,800,856; NO. 2,800,857; NO. 2,800,858; NO. 2,800,859; NO. 2,800,860; NO. 2,800,861; NO. 2,800,862; NO. 2,800,863; NO. 2,800,864; NO. 2,800,865; NO. 2,800,8

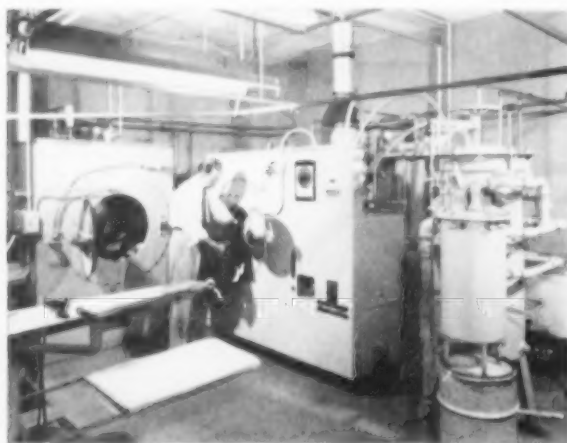
## New AceCo-equipped quick-service plant

Canary Cleaners' call-office on Summit Street in Toledo, O., is gone. In its place is a busy, new "activated" plant, offering quick service and fine quality cleaning to a host of new customers. In a little over six months this switch to modern merchandising *increased Canary Cleaners' volume 61% from the same area.*

Because of the successful experience with AceCo-pioneered two-bath cleaning in his main plant, Mr. Ralph Jennings, owner of Canary Cleaners, chose the new Model 30 Truclor Two-Bath Perchloroethylene Unit for his activated plant. Completely AceCo-equipped, this attractive, efficient plant also includes three AceCo Air-Driven Presses, conveyors and all accessories. AceCo representatives designed the plant layout, worked closely with Mr. Jennings during the various stages of planning and supervised installation of all equipment.

As a result of the profitable switch to this new type of operation, Mr. Jennings intends to convert two other call-offices to fully equipped quick-service plants.

Find out how an AceCo-equipped activated plant will increase *your* business. Contact your nearby AceCo representative, or write for full information.



**Heart of operation** at Canary One-Hour Cleaners' modern quick-service plant is the new Model 30 Truclor Unit with patented two-bath, two-filter system and capacity of 60 lbs. of finest quality cleaning per hour. Uses super-strong soap solution with maximum savings in supplies and labor. Separate tubular filters for wash and rinse baths and continuous distillation of rinse bath keeps solvent clear and pure for fast, thorough soil removal. Exclusive Iso-Vibe mounting and built-in solvent tanks make installation easy. No bolting to floor or special foundation is necessary.

**AMERICAN CLEANERS EQUIPMENT COMPANY, CINCINNATI 12, OHIO**

Division of the American Laundry Machinery Company

jumps volume 61%!



*You can expect more from*



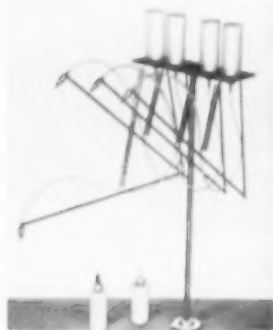
**american**

American Cleaners Equipment Company

## NEW PRODUCTS

### AND LITERATURE

#### Name-the-Product Contest



The Newhouse Specialty Company, Inc., is currently offering a prize for the best name for its new chemical spotting unit. The winner will receive a cash prize of \$100 and one of the spotting units free. Any drycleaner or drycleaning employee is eligible. Judges will be officials of the Newhouse Company and its advertising agency.

The new spotting unit, located in back of the spotting board, puts a ready assortment of several chemicals at the spotter's fingertips. A spring-controlled tube, leading from each of four to six nonbreakable bottles mounted on the unit's 54-inch rack, is equipped with a self-closing valve. When the spotter presses the stainless-steel tip of the valve against the garment, the correct amount of chemical is released. The valve and tube swing up out of the way when not in use.

Details concerning the contest may be obtained from The Newhouse Specialty Company, Inc., 3827 San Fernando Rd., Glendale, Calif.

#### Bagging Machine Offered

A new polyethylene machine has been introduced by the Poly-Bag-R Company, 4754 W.

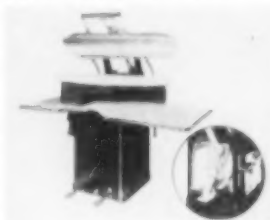
#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Washington, Chicago, Ill. The manufacturer states that the new Poly-Bag-R is almost service-free—a new head can be quickly replaced from jobbers' stock. In addition, a new design offers ease in grasping the polyethylene ends and in cleaning knives. The Poly-Bag-R can be adjusted to suit the height of any operator.

The device can be used with two bag widths at the same time, 20-inch pants width, 21-by-4 gusset or 24-to-25-inch rolled flat stock. For further information write to the manufacturer.

#### Loyal Offers New Press



Loyal Textile Machinery, 286 Scholes St., Brooklyn, N. Y., has designed a new foot-operated garment pressing machine. The new machine will be marketed under the trade name, Loyal X. The firm also produces starching and extracting machines, air vacuum units, boiler return systems and Loyal and glider presses.

Complete information is available from the company.

#### New Call-Office Conveyor



Call-Ette, a call-office conveyor designed for the smaller plant, has been introduced by the Collette Manufacturing Co.

The Call-Ette stands 71 inches high and may be floor- or ceiling mounted. Designed to prevent dust or lint collection, the unit has moving parts which are enclosed. An endless belt

carries the entire load and the unit runs on ball bearings for easy, silent operation, explains Collette.

Suitable with any marking system, Call-Ette is equipped for automatic push-button delivery of individual orders to the operator. Garments can be delivered in 10 seconds or less. Double drum switch for manual control is also available.

Models are available from 8 to 30 feet long, widths 40 to 48 inches. They come in straight L, Z, or other shapes as required. All models may be had in blue, gold or natural color; other colors on request. The finish will not fade, peel, crack or rust, it is claimed.

Additional information is available from Collette Mfg. Co., 28 Fourth St., Framingham, Minn.

#### Cissell Sizing Spray Tank

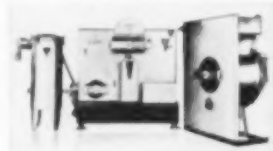


W. M. Cissell Manufacturing Co., Inc., has presented its new sizing spray tank. The manufacturer reports the machine works with a touch of the finger. Sizing is sprayed evenly over the fabric. It may be used with any degree of sizing—heavy, medium or light.

The Cissell Sizing Spray Tank includes the Cissell pistol-type water-spray gun with 7-foot water hose assembly, suspension spring, valve and brass pressure gauge. The tank has a 5-gallon capacity. It may be operated on compressed air, 40 to 125 pounds pressure. The tank is easy to move, simple to install and operate. The tank is available with hand pump (illustrated) or without.

For complete information write to W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville, Ky.

#### Krestvic Automatic Model



Vic Manufacturing Company has introduced an automatic version of its Krestvic cleaning machine, brought out last fall. This machine is described as a "complete cleaning plant" suitable for small plant operators. The new automatic version is intended to save the operator time and give him an opportunity to give his attention to other activities.

Both models—manual and automatic—offer washer, extractor, storage tank, filter, recovery unit, still, spring mounting and complete electrical wiring.

For details write to Vic Manufacturing Co., 1313 Hawthorne Ave., Minneapolis 3, Minn.

#### "Go" Line Repackaged

An improved method of identifying its "Go" line of stain-removal products has been announced by A. L. Wilson Chemical Co., Kearny, N. J. Five more Wilson "Go" products now come in new bottles with ceramic identifying designs that replace paper labels.

Permanent bottle identification is designed to help the user select the stain remover he needs more rapidly and to eliminate the danger of torn, smudged or lost labels. As part of the permanent design, each new bottle carries instructions on how to use the product and has a different color for each product.

#### Heat Exchangers Offered

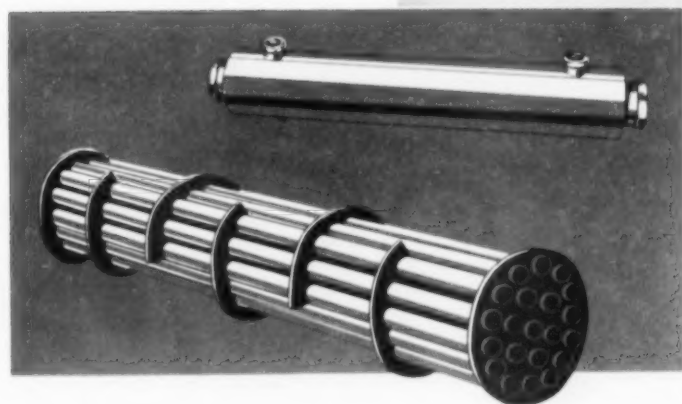


Whitlock Manufacturing Co. has announced a new line of Hi-Transfer Exchangers avail-



# PROOF!

of the  
VARA  
solvent  
cooler's  
efficiency



**FIVE VARA**  $\frac{3}{4}$  moon-shaped baffles reverse the flow of water 6 times with a **SPIRAL ACTION** that turbulates the water behind each baffle, thus assuring every square inch of cooling surface is actually cooling solvent. 2" I.P.S. Female Adapters

Sold through jobbers only.

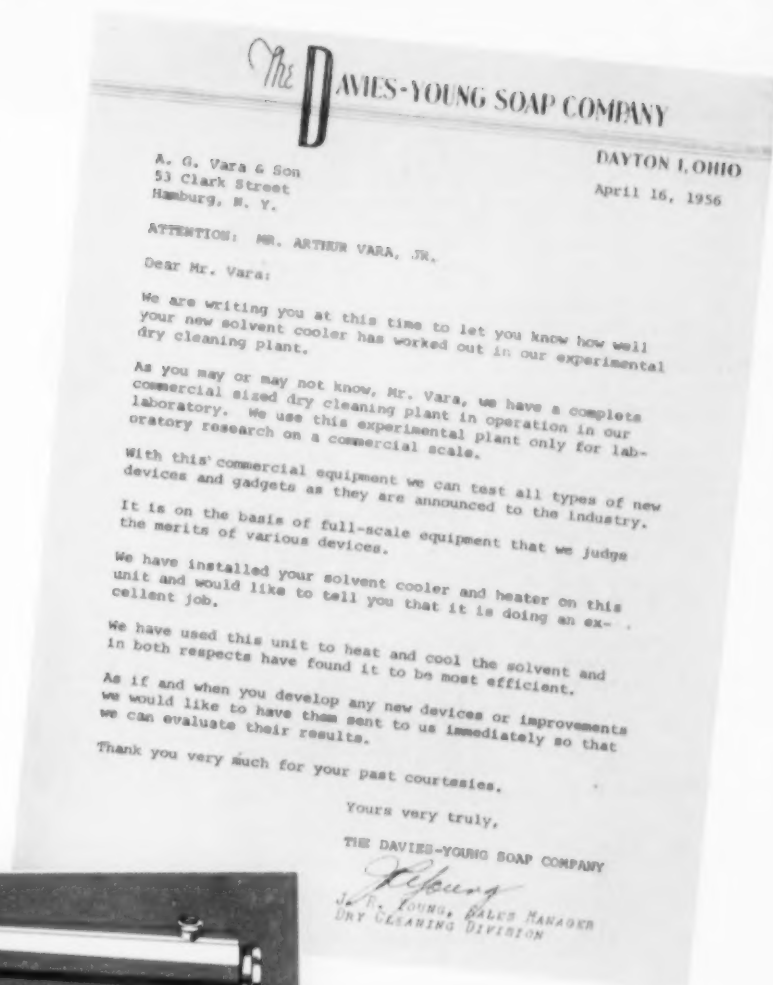
for Solvent Outlet and Inlet and  $\frac{3}{4}$ " I.P.S. Female Adapters for Coolant Outlet and Inlet.

**DUAL PURPOSE**—Very efficient solvent heater when installed with dual purpose hook-up. Also Coolant lines are easily cleaned.

Only \$114.50 F.O.B. Hamburg, N. Y.  
Shipping weight—18  $\frac{3}{4}$  lbs.  
Overall length—26  $\frac{1}{2}$  inches  
Material—non-ferrous  
Capacity—Filters to 5,000 G.P.H.  
2 are needed for larger filters

**VARA**  
and Son, Inc.  
Manufacturers of Drycleaning Specialties

53 CLARK STREET,  
HAMBURG, N. Y.



able in a wide range of sizes to fill all ordinary requirements. The new Hi-Transfer Exchangers are designed to assure maximum heat transfer with minimum pressure drop. The shell and tubes are made for working pressures of 75 pounds and are tested at 115 pounds. All parts and exchanger units are completely interchangeable to permit fast, easy installation and servicing.

Bronze bonnets and tube sheets, seamless copper shells, Admiralty tubes and brass baffles provide maximum corrosion resistance and long equipment life, according to the maker. Zinc anodes are also available when required for specific applications.

Parts are readily accessible to facilitate maintenance. The tube bundle can be inspected by removing the bonnets, and the tubes can be cleaned easily because of the straight tube design.

For recommendations or descriptive bulletins write to Whitlock Manufacturing Co., 90 South St., Elmwood, Hartford 10, Conn.

#### Ewing Offers New Boiler



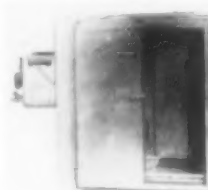
Ewing Manufacturing Company has presented a new upright, gas-operated hot water boiler. No extra storage tanks are needed with this unit. The smallest model which will raise 250 gallons of water 60 degrees each hour, or 136 gallons 100 degrees per hour, occupies a

floor space less than two feet square. The second size will raise 432 gallons an hour 60 degrees each hour, or 257 gallons 100 degrees, and is 25 inches in diameter. The largest of the three models will raise the temperature of 720 gallons 60 degrees, or 400 gallons 100 degrees per hour. It is 31 inches in diameter and 82 inches tall. Storage capacities range from 55 gallons to 145 gallons. The company reports that water can be safely heated up to 200 degrees Fahrenheit.

The manufacturer notes the following features: 100 percent gas shut-off in case of pilot failure; thermometers that show water temperature at all times, and magnesium rods to assure clean, clear water.

For details write to Ewing Manufacturing Company, 2545 NW Tenth, Oklahoma City, Okla.

#### Hopkins Drying Cabinet



A new gas-heated garment drying cabinet has been added to the Drymaster line offered by the Hopkins Equipment Company, Hatfield, Pa. This cabinet is especially designed for those establishments where a ready supply of steam is not available, or where gas may be preferred. Cabinet drying is preferred to tumbling or agitation in the drying of woollens or other fabrics subject to shrinkage. Temperature is automatically controlled to prevent hardness in woollens. The company claims that cabinet drying leaves garments soft and the same size—not harsh and shrunken.

The new Drymaster Cabinets are made of galvanized steel, with lacquer finish in gray or green. They are fully insulated and maintain room temperature on the exterior surface. The gas-heated units will use any type of gas.

Three sizes are available, 4, 6 and 10 feet. The two larger sizes are equipped with a sliding door. The smaller size has a front-opening door. The floor space required for the 6-foot size is 113½ inches by 32¼ inches. The height is 75¼ inches.

Complete information is available on request to the company.

#### Forse Shows Body Master



Forse Corporation's new two-girl Body-Master unit, built around the fully automatic 100-VBM cabinet press, features the Hi-V triplehead. According to the maker the Hi-V finishes 150 collars, cuffs and yokes per hour without a separate yoke press.

A special back spray in the 100-VBM cabinet has been incorporated to provide moisture control for finishing shirt bosoms and backs. Forse claims that the unit, operated by two quickly trained girls, will out-

produce three girls on conventional equipment.

The Forse Body-Master also includes the completely automatic Master Folder that permits the operator to cellophane-wrap each shirt as it is folded, and the Master Sleeper. The sleeper is designed to finish both sleeves and plackets in one operation, and requires only a few hours time.

Address further inquiries to Forse Corporation, P. O. Box 639, Anderson, Ind.

#### High-Capacity Synthetic Unit



The new Butler Model 225 synthetic unit is designed for plants with a volume potential up to \$5,000 a week or more. The unit has a 70-80-pound capacity.

Other features of Model 225 include a variable washing cycle. It can be set to run from 5 to 38 minutes, or anywhere in between, depending on volume and type and condition of garments.

A flick of a switch changes the 225 from a single to a two-bath operation or back to a single bath. This can be done before, during or after a cycle. Also, the operator controls the amount of soap in the rinse solvent. This eliminates swales and streaks caused by too much soap and stops sticking zippers and static buildup caused by too little soap.

The operator controls the level of solvent in the washer to adjust to varying cleaning

requirements. The new 225 has four operating valves and is fully automatic, to simplify operation and minimize maintenance.

A divided pocket cylinder provides for deep penetration and circulation of perc through garments and even distribution for proper extraction with a minimum of wrinkling.

The introduction of the Model 225 completes the full line of synthetic units for Butler. Other synthetic units in the line include the Ayr-Mor (Model 150), 40 to 50 pounds per load capacity, and a Model 100, 25 to 30 pounds per load.

For details write to Butler Manufacturing Company, 7400 E. 13th St., Kansas City 26, Mo.

#### New Half-Ton Chevrolet

Chevrolet Motor Division is offering a new cab and chassis long-wheelbase model in its half-ton series. The new 123-inch wheelbase unit is designed principally for users needing extra frame length to mount specialized larger dimension bodies for light but bulky loads. According to James E. Conlan, manager of Chevrolet's commercial car and truck department.

*Continued on page 102*

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

# DON'T BE A BOTTLE JUMBLER

If your spotting department has a mixture of many different spotting chemicals, we suggest you ask yourself these questions:

- Do you buy different spotting compounds each time you order?
- Are you buying several products that actually do the same job?
- Do you have a standardized spotting procedure?
- Is your spotting safe, efficient, and economical?

These and many other questions will be answered when you read Eaton's Spotting Story with its simplified chart. It's FREE and will truly be a real FRIEND. After you've read it, call your Eaton jobber and order the products you need.

P.S. If you don't have your FREE copy of Eaton's Planned Procedures which contains all the Eaton Stories printed to date, including the Spotting Story . . . just write for it.

when  
a feller  
needs  
a friend



Eaton Chemical and Dyestuff Company,  
1490 Franklin Street, Detroit 7, Michigan.  
*Canadian Plants: Toronto and Windsor.*

*Advertisement*

*"Back again,  
Mr. Richards*

*?"*



DIAMOND PERCHLORETHYLENE makes every trip to the bank a little happier. This new, improved solvent can boost your account in two ways. First, it produces the top-quality work that keeps customers coming back. Second, DIAMOND PERCHLORETHYLENE's unusually high stability whittles down your operating costs.

Ask your local DIAMOND Representative for the

name of the DIAMOND Distributor nearest you. Or write DIAMOND ALKALI COMPANY, 300 Union Commerce Building, Cleveland 14, Ohio.



NATIONAL CLEANER & DYER



# For Proven **RELIABILITY** Insist On *Adjusta-Form*



Today—it pays to compare Form Finishers. If you are to get fast production, you need the machine that lets the operator work rhythmically—without lost motion. If you want unvarying high quality finish work—check Adjusta-Form. It's the one form finisher that assures positive steam control for any size garment—regardless of the operator's experience or attention.

**The Form Finisher That's Been Proven Dependable Over The Years!**

**It's Best Because It Offers Simple Design — Simple Operation.**

What Could Be Simpler Than **ADJUSTA-FORM Step-O-Matic**? Precision Control lets operator work and move easily and naturally. There is no reaching or stopping to read and set dials. Operator's hands are free. Just step for steam and it is measured precisely and automatically. Then automatically the air comes on and the garment's finished, always perfectly timed, always perfectly steamed, perfectly dried. What's more with Adjusta-Form, garments can be steamed or dried manually whenever desired.

**Compare Adjusta-Form's Quality Features and Construction.**

**Ventilated, Insulated Adjustable Shoulder Design** eliminates condensate. Provides a better shoulder finish on any garment or material.

**10-inch Jet Steam Diffuser** gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

**Soft Cushioned Front Clamp** leaves less impression. Allows better steam penetration, more pass ups.

**Step-O-Matic Foot Control** leaves operator's hand free for garment adjustments.

**Step-O-Matic Precision Timer** always predetermines steam time precisely. No decisions to be made by operator. Unvarying production quality is assured.

**Long Life Bronze Bearing**—gives easy, lasting revolving action.

**Adjusta-Form Reliability Costs No More**—Write Today For Complete Details and Name Of Your Nearest Adjusta-Form Jobber.

## **Wichita Precision Tool Co.,**

450 N. Seneca, Dept. 10, Wichita, Kansas

☐ Please Forward Adjusta-Form Details, Prices and Jobber Name.

☐ I am interested in your "Pil-O-Bar Extra Profit Plan".

Company Name \_\_\_\_\_

By \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Jean Smart says -  
**"Only HOYT designs"**

**BE SURE THESE HOYT**



Join the leaders and insist that your new reclaimer has these advanced and exclusive Hoyt features so important to the success of today's . . . and tomorrow's . . . cleaning and finishing methods. The quick advance of new synthetic fabrics, thermoplastics, piles, etc., demands controls never before needed. For instance . . .

► **QUICK-COOLING CYCLE**

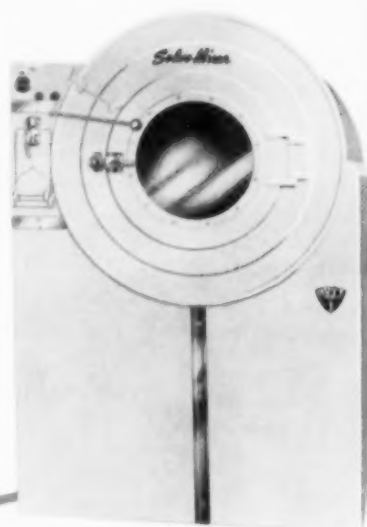
Hoyt's Quick-Cooling Cycle permits you to reclaim the last traces of perc while the cooling cycle is in operation, thus reducing or eliminating the need for deodorization. Reclamation continues during this cooling period. It also allows just the right basket temperature required.

► **AUTOMATIC TIMING SYSTEM**

The Electric Timing System permits semi-automatic operation, assures correct load runs, frees operator for other duties, guarantees maximum output.

► **YES, EVEN THE SMALLEST DETAILS**

Even the smallest details are covered by Hoyt features.—The Deodorizing Warning Light is an example . . . guards those dollars all too often wasted up the flue.



Pardon, sir, — "Lint?"  
**King Sized Lint Trap.** Ideally located at shoulder height. Easily cleaned in 27 seconds or less.



Pardon, sir, — "Maintenance?"  
**Designed for quick servicing.** Coils, fans, and fan motor are readily accessible from the front of the reclaimer. Handy cleanout door is provided for condenser coil.

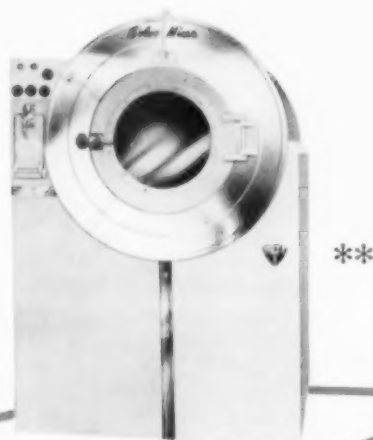


Pardon, sir, — "Size?"  
**You must have the right size reclaimer.** A reclaimer too large or too small for your drycleaning machine continually wastes your time and money. Only Hoyt offers you *all* sizes of reclaimers.

# reclaimers to lead with the Leaders!"

## RECLAIMER FEATURES\* WORK FOR YOU

\*Patents applied for.



Another HOYT

**FIRST**

All-Purpose Cabinet



Jean says -

*Play it Smart... be sure you get Hoyt features on your Reclaimers!*

### ► SPECIAL AUTOMATIC CONTROLS

These controls can be ordered with your reclaimer giving the ultimate in solvent reclaiming automation.

### TRIPLE DIAL CONTROL

Permits complete flexibility of any or all cycles—reclaiming, cool-down or deodorizing—flexibility never before obtainable in solvent reclamation control... the operator has only to set the dials and is then free for other duties.

### TEMPERATURE CONTROL

Temperature is exactly maintained merely by setting a dial—a must in cleaning heat-sensitive pile garments.

### LOADTROL

Operator can now vary the cylinder speed to give the proper tumbling action for any size load or type of garment. Small loads, or articles requiring general tumbling, can be tumbled at slow speeds for full aeration and fluffing, eliminating swales, wrinkling, etc. If desired, you can completely stop the cylinder and still have reclamation!

### AUTOMATIC WATER CUT-OFF

Water is shut off automatically when machine is not in use. No more going to the rear of the machine—or forgetting—to shut off the water.

\*\* Special Automatic Group Reclaimer includes all features listed above

Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and water-proofing methods.

**HOYT** MANUFACTURING CORPORATION  
14 Forge Road • Westport, Massachusetts

- ☐ Series "57" Super Fast Solvo-Miser
- ☐ Special Automatic Controls
- ☐ All-purpose Cabinet

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

## BUSINESS BUILDERS

### Mannequin Proves Eye-Catcher



Here's a window display that gets the point across rather attractively and effectively. Shalett Cleaners used as its summer window decorating motif a favorite warm-weather pastime of the inhabitants of New London, Connecticut.

The clock hand moved constantly, directing attention to the words "Leisure Hours." It was powered by a small motor.

The shapely mannequin—in the bathing suit—was so lifelike that she called for closer inspection. And her

exposed "broken leg" prompted many shoppers to walk into the office or phone to make mention of the fact.

All of this gave the promotion the desired result. The shirt volume increased.

The letters in the message "I take my husband's shirts to Shalett's—it leaves me leisure hours" were cut from white cardboard and glued on a blue papier-mâché backdrop. The display was illuminated at night by two spotlights that were automatically timed.

### Plan December Sales Results During July



Scheduling promotional campaigns on a year-round basis is one way to insure the success of your advertising budget. By using the annual promotional calendar supplied by The NATIONAL CLEANER & DYER as a yardstick plantowner Dick Kelley, Melody Cleaners, Oklahoma City, Oklahoma, systematically preplans dozens of monthly and seasonal merchandising stunts. It not only enables him to prepare advance newspaper advertising and mailing pieces but makes it easy to arrange follow-up campaigns on

special occasions throughout the whole year. And it helps make every dollar count when it comes to that all-important sales factor—attracting more customers to the plant.

### Sign Emphasizes Automation



"Don't be afraid to tell customers of new or handy devices in your plant that help produce a better job," says

Louis Arnos of Fashion Cleaners and Dyers in Albany, New York.

Mr. Arnos had devised a control panel so that there would be little room for error in his drycleaning cycle. A large sign was made and placed on top of the drycleaning unit so that customers entering the call office could see it.

The sign reads, "Control means efficient cleaning—no guesswork in this plant—all drycleaning scientifically controlled." A large arrow at the bottom then points to the automation panel to the left of the sign.

The poster is done simply with red and black letters on a white background and can be easily read from the front of the call office.

### After-Hours Drop Service



A huge "drop station" box situated outside D. Hackerman Cleaners-Tailors in Pikesville, Maryland, makes it convenient for customers to leave their garments or shirts after the store is closed evenings or week ends.

A supply of garment bags and lists can be found by customers opening the door at the top of the receptacle. Hackerman has worked out a reciprocal deal with the shoe repair shop next door whereby the other firm's customers can leave their shoes in the bin for repairs.

According to Irvin Hackerman, proprietor of the cleaning store, it is not unusual to find up to 20 bagfuls of garments on a Monday morning.

NATIONAL CLEANER & DYER

# Spread Goodwill that lasts all year long with

## LINCOLN HOLIDAY GREETING BAGS !

8 Designs... 4 Papers

For many years, promotion-minded dry cleaners have used Lincoln Holiday Greeting Garment Bags to thank their customers for the past year's patronage. Here's your chance to spread goodwill that lasts all year long. Here's the best way to get your message into the customer's home. Select the design that you want and order your Lincoln Christmas Bags now for early delivery. You can work toward increasing your 1958 business now...with Lincoln Holiday Greeting Garment Bags.

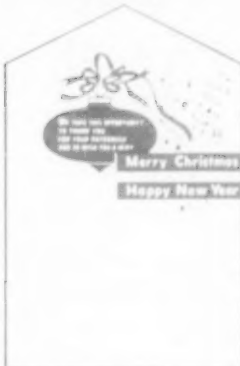
C305



C313



C311



C307



C308



C312



C310



C306

Write for descriptive folder and prices

**Lincoln Bag Company, Inc.**

**Para-Lux Products Company**

4600 West Schubert Avenue • Chicago 39, Illinois

Serving the thinking dry cleaners of America!





## DICALITE 7

***Stops linting • greying • dusting • dulled colors!***

"That's because Dicalite 7 is an 'anti-static,' as well as a first-class filter powder. Way I understand it, the Dicalite people first make a top-quality filter powder; then they give it an exclusive, patented treatment so it makes the solvent conductive—any static build-up just passes off harmlessly, and doesn't get a chance to cause trouble.

"I read where a drycleaner in Washington, D.C. (static can be real bad there, you know) gave Dicalite 7 a real tough test. He said, 'I ran a mixed load, consisting of a

wool blanket, a lady's black dress and a navy blue robe, to test that "no lint" statement. Results were astonishing—no linting at all!"

"Boss, let's give this Dicalite 7 a try! In addition to the anti-static feature, it's a swell filter powder—men I know in other shops say it filters either synthetic or petroleum solvents bright and clear, and doesn't cut the charge in charged-system cleaning."

Your supplier can furnish you with Dicalite 7—just ask him!

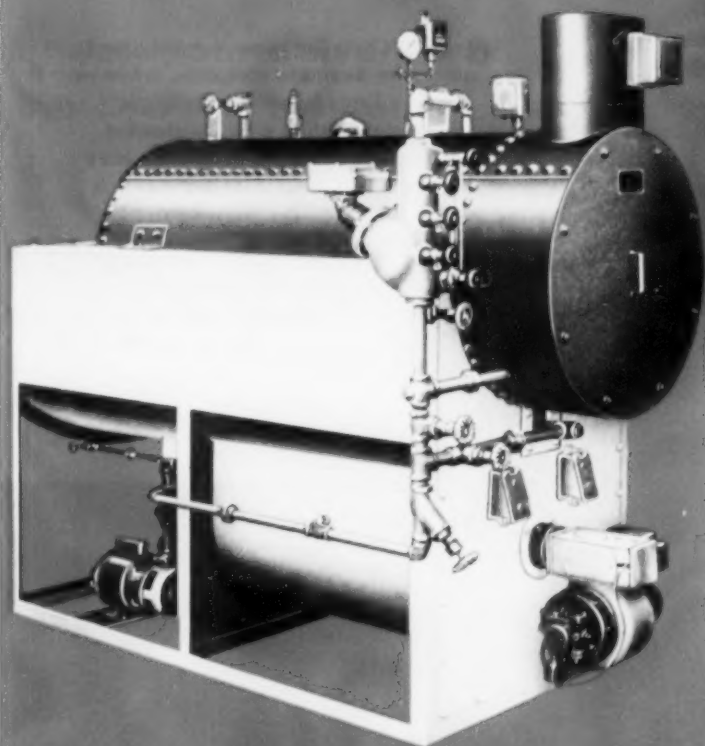
*Dependable*  
GLC  
GREAT LAKES  
**D**icalite  
DIATOMACEOUS MATERIALS

DICALITE DIVISION/GREAT LAKES CARBON CORP./612 S. FLOWER ST./LOS ANGELES 17

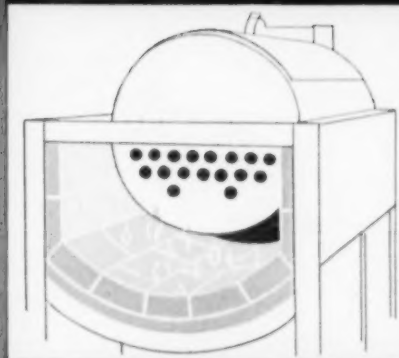
*economical? and how!*

# COLUMBIA

*h. r. t.\* oil or gas fired boiler*



**BURNS THE  
'FUEL AT  
'BOTH ENDS'**



\*Horizontal Return Tubular Type, units suitable for firing by gas, light or heavy oils, for interchangeable firing by gas or oil. Available in sizes 2 to 60 h.p.

The special refractory brick in Columbia's factory installed combustion chamber heats up quickly to incandescent intensity—completing the combustion of previously unignited fuel particles. Columbia's complete combustion not only saves you fuel—it minimizes soot accumulation—and the need for cleaning is considerably reduced! (Such efficiency is not possible in boilers designed for internal firing into chambers of cold water backed steel surfaces!)

Just one more reason why owners of over one-quarter million Columbia boilers know that with a Columbia, you get more steam per dollar invested, more steam per dollar spent for fuel.

Mailing the coupon will bring you the full story without obligation.

**COLUMBIA BOILER CO. OF POTTSTOWN,  
DEPT. NC-77  
POTTSTOWN, PA.**

Gentlemen:

Give us the facts on the superiority of your HRT boiler as it pertains to our operation. We understand there is no obligation, and we won't be aggressively solicited.

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

My name is \_\_\_\_\_

Position \_\_\_\_\_

**COLUMBIA BOILER CO. of POTTSTOWN**

**FACTORY & OFFICES: POTTSTOWN, PENNSYLVANIA**

# *Your customers can tell* ...when you clean

Clothes can't help but come out gray, and customers are bound to complain, when your solvent gets dirty. A belt kept at home may look brighter than a newly cleaned dress. Or separately cleaned trousers may no longer match a coat. Just one batch of grayed garments can cost you a lot of customers.

It's easy to tell when your solvent is dirty. And it is easy—and economical—to keep it *always* clean, by regular use of DARCO® DC activated carbon.



**CLEAN SOLVENT HAS LIGHT COLOR.** Here's how solvent containing a 1% soap charge, and treated daily with the correct daily Darco DC dosage, actually appeared after a week of normal cleaning.

**WITHOUT DARCO, SOLVENT TURNS DARK.** Here's a solvent, also with 1% soap charge, but *not* treated daily with Darco DC, after a week's normal cleaning.

# with Dirty Solvent

## check your solvent with the DARCO® whiteness test

Tear a clean piece of white cotton or rayon cloth in half. Run one half through your washer. Dry it and press.

Then compare the color of the cloth you've just "cleaned" with the piece you've kept out of the washer. If it looks gray and dingy, you're working with *dirty solvent*!

*Write for your copy of the new DARCO Drycleaning Manual with the tear-out "How-to-Use-It" chart.*



## DARCO® DC every day keeps trouble away

It costs so little to keep your solvent in top condition using DARCO DC. And it's the cheapest "customer insurance" you can buy . . . the simplest way to build a reputation for premium quality cleaning.

Be sure to use DARCO DC every day. And be sure to use enough to do the job.

DARCO DC is all you need to keep solvent free of bleeding dyes, fatty acids and odor-bearing impurities. You sweep out all trouble-makers in a single operation. Your DARCO DC distributor will be glad to tell you how much dosage is best for your specific washer.

**You'll save money**—because you can run longer between re-distillations. DARCO DC saves soap and solvent, too.

**You'll save customers.** Daily DARCO DC treatment ends complaints about grayness and odors . . . keeps old customers happy, builds a reputation that attracts new customers.

**ORDER DARCO DC from your distributor today, in the handy 2-pound packages—25 to a carton.**

*Here's proof of what Darco DC does. Send for your copy of the N.I.D. Report, "The Use of Darco in 1-Bath Charged Systems".*



CHEMICALS  
DIVISION

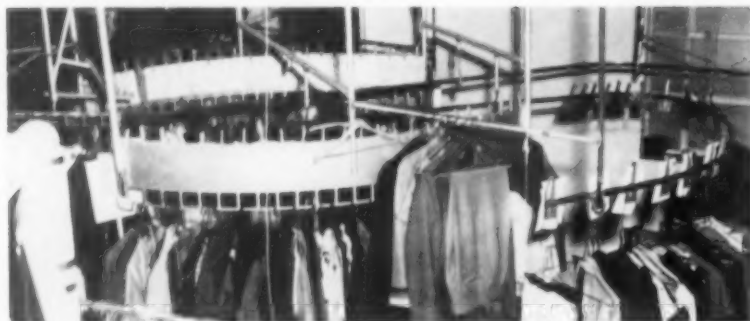
# ATLAS

POWDER COMPANY  
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd., Brantford, Ontario, Canada

## GADGETS and GIMMICKS

### Novel Rack for Incomplete Orders



Using a split-ring assembly, Odorless Cleaners of Carlsbad, New Mexico, has devised an easy way to account for incomplete orders. At the assembly station, an employee places the garments with invoices. Completed orders are sent ahead to be packaged. Incomplete orders are pushed on metal order-clips on the

U-shaped rack leading away from the assembly station. This presents the assembler with an easy way to get incomplete orders out of the assembly station, and permits quick matching of stragglers with their proper orders as soon as they are received. Metal clips can hold the invoice and as many hangers as necessary.

### Name Plate Speeds Invoicing



A simple metal plate acts as a goodwill ambassador and aids in speeding up the workflow in one Southern plant. Lane's Laundry and Dry Cleaning plant in Greensboro, North Carolina, presents its customers, upon request, with a personalized name plate and key chain.

An attractive sign on the call-office counter advertises the fact that the customer can fill out a card with the needed information and the plant will go about having the plate engraved,

The finished plate bears the name and address of the customer and is enclosed in an attractive case. Acting as a piece of advertising, the gift also serves as an excellent means of identification for the customer.

After the plate has been engraved and returned, the customer is asked to bring it whenever bringing garments to be cleaned. Upon entering the plant he presents the name plate to the call-office salesgirl who inserts the plate and an invoice into a hand-operated press. The press imprints the customer's name and address on the invoice in a matter of seconds. The salesgirl then has only to add the number of garments and the invoice is complete, speeding up the call-office procedure.

The cost of the identification pieces is very small in consideration of the promotional as well as the practical application of the gift. The plant has even acquired new customers who brought in garments just to get the name plate.

### Collect Irons for Exhibits

Cooperation among the members of the North Carolina Association of Launderers and Cleaners has developed and assembled a unique collec-

tion of business builders. The association's members have hunted up and collected old and different irons that have been used in drycleaning plants through the years.

The old pieces are donated to the association. Whenever a plantowner has an open house or a visitation by a group through the plant, he may borrow the collection to use as an exhibit and add some color to the occasion or as an educational feature.

The collection is an inexpensive way of providing an interesting sidelight to a showing or open house.

### Record Setup Saves Steps



Invoices are the only records a dry-cleaner has showing which customers brought in which garments. Often loss of invoices cause mix-ups in orders and customer complaints and claims.

When Best Ever Cleaners in New Canaan, Connecticut, built a new plant, co-owner Harold Raclyn devised a scheme whereby the chance of misplacing invoices was reduced. Using a split-counter setup, Mr. Raclyn had carpenters cut slots in each section of the counter. Beneath each slot a drawer was inserted.

When a customer brings in his garments, the three-copy invoice is filled out. One copy is given to the customer, one travels with the garments and the other is dropped through the slot and into the drawer.

At the end of the day each invoice is safely planted in the drawer and total invoices for the day can be easily picked up. The slots also save much walking by call-office help. The salesgirl needs only to drop the invoice into the slot at her end of the counter.



**DEODORIZED  
APCO 125 CUTS  
TUMBLING TIME AND  
TEMPERATURES—AND  
LEAVES NO ODOR!**

These are basic reasons why Deodorized APCO 125 is such a favorite with progressive drycleaners everywhere. You get the quality your customers demand, and the speed that's necessary to a profit. When you use APCO drycleaning solvents, you get the free "Test Bundle" Service, too!



**PRODUCERS • REFINERS**

**ANDERSON-PRICHARD** *Oil Corporation*

OKLAHOMA CITY, OKLA.

BRANCH OFFICES IN ALL PRINCIPAL CITIES

**for more production,  
for lower cost operation...**

# **...a "Hoffman Department"!**

An expansion of capacity often offers a profitable opportunity for the "ideal setup" . . . and a chance to install the Hoffman line of pressing machines. Whatever the volume, a pressing department equipped for top efficiency and top production becomes a "Hoffman Department." This is what you should have.

Hoffman design lets you press all shapes and contours with ease and freedom, and with fewer lays. Extra space in work area and behind buck helps work flow faster. Light touch operation means less

operator fatigue, more production per press.

There's a Hoffman press for *every* pressing operation, every type of fabric, and for any volume. They're designed to work as a team.

When Hoffman presses are companion to the Hoffman H-Jet dry cleaning system, maximum efficiency is extended to the entire operation. We'd welcome the chance to demonstrate.

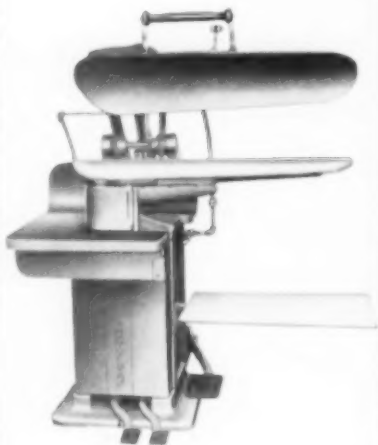
For full information, call or write your nearest Nicholson distributor . . . or to W. H. Nicholson and Company, 12 Oregon St., Wilkes-Barre, Pa.

## **SOME OF THE HOFFMAN PRESSES THAT HELP BOOST PRODUCTION**



### **MUSHROOM PRESSING MACHINE**

For trouser tops, coat backs, collars, form-fitting woolen dresses, blouses, jackets.



### **OFFSET PRESS AND IRONING BOARD**

Three machines in one: offset skirt press, an ironing board, a steaming board.



### **TROUSER LEG PRESSING MACHINE**

Instant steam from head and buck. Foot pedal or "aerodraulic" operation. Available with polished head.

- Light touch operation  
... less fatigue
- Operator freedom ...  
more room in work area,  
extra space behind  
buck
- Rugged 2-piece frame
- 100% trouble-free head  
valve
- Finest quality flexible  
steam hose
- Roller bearings on head  
support Y piece
- Bronze bearings in tog-  
gle action linkage
- Interchangeable, eas-  
ily replaced parts
- Precision made, fac-  
tory-tested



**GENERAL UTILITY  
PRESSING MACHINE**

Model R, foot pedal  
operation, instant steam  
from head or buck.  
Available with "aero-  
draulic" operation and  
with polished head.

**NICHOLSON service  
on HOFFMAN equipment**

Nicholson clearly understands that  
your installation is only as good as  
the service to keep it in full opera-  
tion. The Nicholson distributor  
organization is geared to provide  
the parts and maintenance service  
you need. You can depend on it!



**STEAM PUFF IRONS, MODEL 127**

Shoulder, mushroom, and long sleeve  
heads, on one table.



**THE COLLARMASTER**

Makes possible precision pressing of  
entire coat collar in a single opera-  
tion. "Aerodraulic" operation.

*A satisfied customer is our first interest*

**N**

**NICHOLSON**

OF WILKES-BARRE, PA.

*Distributors in all principal cities*

**W. H. NICHOLSON AND CO.,** General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

July, 1957

27

# EDITORIALS

## Smart Merchandising

We've said it before and we'll say it again; there is no comfort for the comfortable. In case drycleaners become too complacent, here is a new idea being tried in the Middle West.

There, retail clothing stores are cooperating with home washer manufacturers to give new impetus to wash-and-wear fabrics. It is reported that both Westinghouse and Whirlpool Corporation have made joint window displays of clothing and the washing machines. These pilot exhibits are expected to be the forerunners of similar promotions on a national scale.

Two leading merchants tried this in Chicago and report great success, both for clothing sales and for the appliances as well. Since the washers are in actual operation, one of the stores encountered some problems. For example, it was necessary to run special lines for electric current.

It is interesting to note that the local power company came into the act, absorbing part of the cost of the special installation. (The more home washers bought, the more current consumed.)

The merchants and the washer people were smart to cash in on this mutual backscratching. This is quite different from the cleaner who hesitates to try an advertising campaign or route training program because it's too difficult.

What's the lesson in all this for drycleaners? Well, to quote the Society for the Advancement of Management, "No war, no strike, no depression can so completely destroy an established business or its profits, as new and better methods, equipment and materials in the hands of an enlightened competitor."

And certainly both the garment manufacturers and the home washer producers are competitors. Volume of wash-and-wear continues to grow, although it still doesn't have universal acceptance. Such garments still require some finishing, best done by the professional cleaner.

But propaganda does work, and the combination demonstration idea is producing results. It's high time we took a second look at the quality of work produced in our plants. After that matter is set right, then hard-hitting sales promotion should follow. This is no time for complacency.

**You are better** than you think. A recent report of the Better Business Bureau reveals that drycleaning now ranks sixteenth nationally in the frequency of complaints received by that bureau. Only a few years ago the



industry was up in the "top ten" of businesses that generated the most complaints from their customers.

Customer acceptance continues to improve. Much of this can be attributed to the several goodwill campaigns sponsored by the National Institute of Drycleaning. Its research work has helped immensely, too. The Institute deserves your continued support.

**EXECUTIVE MANAGER**, Edward B. Wintersteen

**EDITOR**, Arthur F. Schuelke

**WEST COAST EDITOR**, Lou Bellew

**ASSOCIATE EDITOR, NEW YORK**, Gerald Whitman

**ASSOCIATE EDITOR, CHICAGO**, Harry Yeates

**MANAGING EDITOR**, Galina Terr

**PRESENTATION EDITOR**, Rollin Nelson

**ENGINEERING EDITOR**, Joseph C. McCabe

**EDITORIAL ASSISTANTS**

Louise Mazza, Adrian Radmore

**ASSISTANT TO THE EXECUTIVE MANAGER**

John J. Martin

**CIRCULATION MANAGER**, Frank L. Mack

**BUSINESS MANAGER**, Thomas J. Hanly

**ADVERTISING DIRECTOR**, Edward W. Korb

**ADVERTISING STAFF**

**MIDWESTERN SALES MANAGER**, Richard M. Copeland

**NORTHEASTERN REPRESENTATIVE**, James D. Nolan

**SALES REPRESENTATIVES**

**LOS ANGELES**, Hugh Hollyday, David Zander

**SAN FRANCISCO**, William Smith

**PRODUCTION MANAGER**, Catherine A. Carroll

**Published monthly by the Business Papers Division, The Reuben H. Donnelley Corporation, 305 East 45th Street, New York 17, N. Y.**

Volume XLVIII, No. 7. Entire contents of this publication covered by general copyright, 1957. All rights reserved. Title registered in U. S. Patent Office.

David L. Harrington, Chairman of the Board; Gaylord Donnelley, Vice-Chairman of the Board; Curtiss E. Frank, President; Albert M. Andersen, Executive Vice-President; Donald R. Arnold, Operating Vice-President; Harold P. Harper, Hamilton B. Mitchell, Giles B. McCallum, Noble Hall, Evert F. Nelson, Edward A. O'Rourke, Schuyler D. Hoslett, Vice-Presidents; James H. Evans, Secretary-Treasurer; Karl G. Clement, Controller.

**Subscriptions:** United States and Canada, \$4.00 per year; foreign countries in Postal Union, \$6.00 in advance; single copy, United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue, \$1.00. Publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Change of address should reach us one month in advance.

**New York Executive, Editorial and Advertising Offices**, 305 East 45th Street, New York 17, N. Y. Telephone: ORegon 9-4000.

**Chicago Editorial and Advertising Offices**, 14 East Jackson Boulevard, Chicago 4, Illinois. Telephone: WEbster 9-5255.

**West Coast Editorial Office**, 4743 Caltis Avenue, Los Angeles 32, California. Telephone: CLinton 7-4410.

**West Coast Advertising Representatives:** Smith & Hollyday, Russ Building, San Francisco 4, California. Telephone: EX-3723, and 5478 Wilshire Boulevard, Los Angeles 36, California. Telephone: WEbster 8-1201.



cleaned by you  
**kept clean** by International bags

Protect your work, your customers' clothes with International Paper Bags. And remember—your sales message stands out far better on paper—it's clearer, sharper, more visible—and paper is economical. Available in white, brown and colors. Call your local supplier today.







SUEDE has a tendency to shrink. Exact measurements must be taken before the garment is processed to guarantee complete customer satisfaction.

PLANTOWNER Alex Nickols discovered that every suede garment brought in involves a specific problem characteristic to each type of suede or leather.

## All That Glitters Is Not Gold

Plantowner finds best way isn't always easy way

By HARRY YEATES

THERE IS NO EASY road to success. Experienced plantowners have found that surefire schemes for big profits sometimes prove to be "blue sky" ideas that actually hurt a plant's reputation. One drycleaner found this to be true in the case of leather and suede processing, when he tried to do it himself.

Alex Nickols, Park Manor Cleaners, Kansas City, Missouri, started out to increase leather volume five years ago by processing this work in his plant. Volume in suedes averaged about \$100 a year at that time. But the plantowner faced these problems whenever a customer brought a suede or leather garment to be processed:

1. Cleaning suede and leather with regular loads caused damage to other garments.

2. Suede volume hindered him from having adequate equipment in a separate department. Additional space was at a premium in the plant.

3. Ladies' suede and leather garments were purchased primarily as a fashion item. Men's suede or leather jackets were used for utility purposes. Therefore, some people wore suedes

for a longer period of time before bringing them in for cleaning. With the exception of some drycleanable suedes that were not too heavily soiled, he was unable to restore them to their original look and feel.

4. Original colors were never restored nor were wrinkles removed without a great deal of extra time.

5. Heavily soiled garments needed special handling.

Park Manor Cleaners does a yearly volume of approximately \$150,000. The plant has a reputation in the community for being a quality operation. Prices are well above average for the city. Base price for a man's suit is \$1.35 cash-and-carry, \$1.60 on the routes. A lady's dress is \$1.60 cash-and-carry, \$1.85 on the routes. Volume is divided 40 percent routes, 60 percent cash-and-carry from three stores and the call office at the main plant.

After trying unsuccessfully to please all customers the plantowner realized that most suede and leather garments couldn't be processed inexpensively if he was to maintain the quality of his work and plant reputation.

Therefore, Mr. Nickols decided to send all suede and leather garments to a professional plant that had facilities and manpower that were impossible for him to duplicate.

Since then consistent newspaper advertising at least once every week has built suede volume to \$400 per month. This averages about three or four coats per day. Yet it is barely enough for a good size load in one of his own washers because all coats are never categorized into the same type or color.

Using an outside service affords a higher profit than the plantowner could make unless he had more equipment and one or two specialists in the plant. In addition, Mr. Nickols believes that he can't justify the expense of a suede department unless he does at least \$1,000 per month in this sideline.

Net profit for processing any type of suede garment is 35 percent. Base price is \$6 for a suede or leather jacket, \$15 for a full-length suede or leather coat, \$1.25 for gloves.

With this type of profit margin it wouldn't be worth the vast amount of



PRESPOTTER USES special stock solution to restore oils lost by soil absorption



CLEANING cycle varies, depending on type of garments to be processed



EXPERIENCED dye man mixes colors to exact specifications

detail work involved in processing suede garments—and still keeping his customers satisfied with results. Why? Here is what happens when the garments go to the professional leather cleaner:

#### Marking in

Garments must be marked in and inspected for many different types of damage:

- Missing or damaged buttons, holes, cuts or tears, thin areas in the original skins or in areas that are worn thin from usage.
- Scuffs and scars in the leather.
- Blood, paint, ink and other deep-set spots.

Most suede has a tendency to tighten up after wearing. To take care of this situation garments are measured when they come into the plant. Measurements of the length are taken from the neck seam to the bottom, the width of the jacket across the back of the yoke seam. Sleeve length is measured from the outside top shoulder to the cuff. Measurements for each suede garment are recorded and a comparison is made after processing is completed.

Certain types of suede garments must be handled separately. Some suedes have a tendency to shrink more than others. Also, certain skins from foreign countries have peculiar scar marks and a rough feel to the leather. Some foreign skins are water-tanned and their dye is very fugitive. Finally, the plantowner must be aware of poorly matched skins.

Garments are sorted and classified

into many different color categories, such as:

1. Tan full-skinned suede.
2. Tan or natural split skins.
3. Rust full-skinned suede.
4. Rust split-skinned suede.
5. Green split- and full-skinned suede.
6. Blue full and split skins.
7. Navy full-skinned and split.
8. Gray and black full-skinned and split.
9. Combination suede and cloth jackets. This includes knit back, vests, cloth sleeves on suede jackets, ladies' suits that have a cloth skirt trimmed with suede.

#### Prespotting

After marking and classification each load is brought to the cleaning room by type and color. A prespotter handles one complete load at a time. He works with a stock solution of specially prepared fatty liquor leather soap. This is designed to restore some of the oils to the garment that have been lost by absorption of soil or through evaporation to the atmosphere.

This stock solution of fatty liquor soap is applied with a special type spotting brush. It loosens the normal soil and spots through subsequent rinsing in the wheel. Water spots, blood, paint and ink must receive special treatment with a wet-type spotting agent to counteract specific spots. Spotted areas are then flushed thoroughly with fatty liquor soap to retard bleeding in the spotted areas.

#### Cleaning

Normal load for a 40-to-45-pound washer is 10 to 12 jackets. A minimum of six jackets are run at one time to get an efficient mechanical action. Jackets are placed in the washer and solvent is run in the load with barely enough solvent to cover the garments. Jackets are run in clear solvent with no charge or moisture for 2 or 3 minutes. This thoroughly saturates the solvent through the garment.

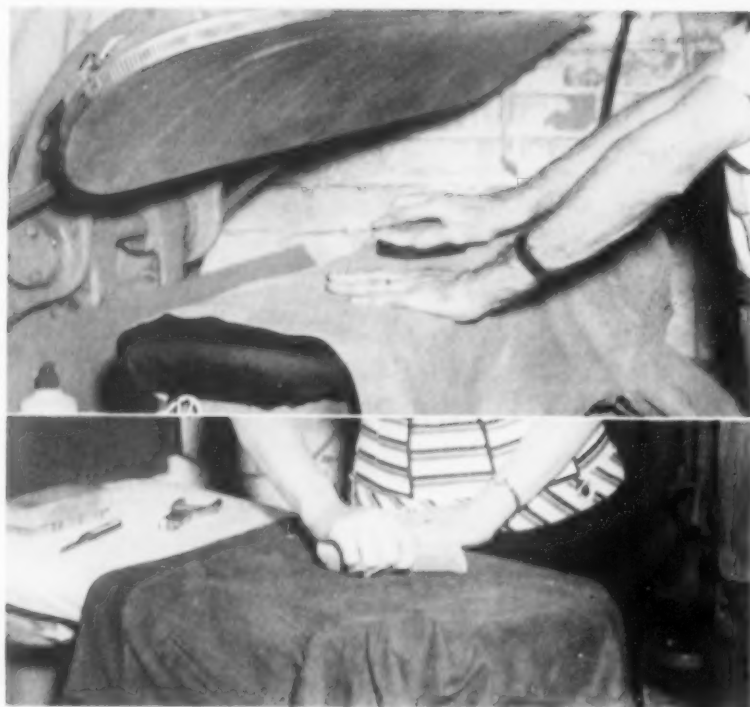
The washer is stopped and a soap and fatty-liquor solution is added to the wheel. Approximately 8 to 16 ounces of soap stock per jacket is the usual proportion.

The soap added to the fatty liquor soap in the wheel plus the oils that were brushed into the garment during prespotting gives a sufficient quantity of oil that will be absorbed by the garment. This prevents the solvent from drawing out any of the oils that are present in the skin.

Garments are then run between 20 to 25 minutes depending on the degree of soil content. While the wheel is in motion the solvent level is dropped. Clean solvent is brought into the wheel to a medium level. Garments are then rinsed for 10 minutes. Solvent is again dropped while the wheel is in motion and garments are given another 10-minute rinse in clear solvent.

The last rinse is retained in the wheel for use in the next load provided the colors are in the same category. For example, tans, rusts, browns, etc.

There are a few exceptions to this procedure in cleaning certain types



TOP: Special brush composed of hog bristles restores original nap to suede garments  
 ABOVE: Final brushing and sponging with rubber sponge take place after garment is pressed

of suede jackets. All fringed jackets are bagged in nylon nets and run with the load. The bags are removed after extraction. Beaded jackets are also included. Two-toned jackets and cloth-suede combinations are prespotted and hung to dry overnight. They receive two short rinses of 10 to 15 minutes in clear solvent. No soap or oil is added to the wheel. Thus the amount of suede lining on the cloth sections of the garment is minimized.

#### Extracting

Garments are turned inside out with the lining facing the basket of the extractor. They are run for 3 to 4 minutes, then dried. Temperature is gradually raised but never exceeds 120 degrees at any time during the drying operation.

#### Preparing garments for dyeing

Jackets are trucked to a dye booth in color classifications. The dye man can work all jackets of the same color. An experienced man can tell how to mix colors for each individual jacket. A chemist is employed to prepare original colors in the small laboratory. For less experienced personnel a button or a clipping from the inside seams should be attached to the original invoice and matched with the jacket at

the spray booth. This affords a true color match.

All buttons are removed before the garment enters the cleaning room. They are placed in small nylon bags and pinned to the underarm of the garment during the cleaning cycle. Tumbling action is liable to break or damage buttons unless they are handled in this manner.

The dye operator mixes a shade according to the color of each jacket. Dye is mixed 50-50 with a wax-and-oil emulsion to restore more of the original oils to the leather. It also adds a degree of water resistancy. Jackets that are badly faded must be spot-dyed with a stronger solution. The entire jacket is then sprayed with solution to afford consistent coloring.

The experienced dye man will find that most high-quality dyes are self-leveling. However, uneven use of the spray gun will cause spots. Jackets that still have a dry texture must have an additional amount of wax-and-oil emulsion added to the dye.

Garments are then hung to dry. This takes approximately 1 to 4 hours. Then they are tumbled cold for 20 minutes to raise the nap.

#### Pressing

Jackets are pressed lightly with a hothead press. Steam is not used in

the buck as it will shrink the leather. During the pressing operation the garment is brushed and shaved with a fine steel-wool brush. This restores the nap to a soft, silky texture in places where it has become matted or knotted. Surface spots that have escaped the prespotter's brush can sometimes be lifted off with a dull-bladed knife. Otherwise the garment must be recleaned.

It is customary for one operator to handle both a mushroom and a utility press. While one is in use, the other press has a garment left on it. This permits the heat and pressure to absorb and spread the waxes and oils that have previously been added to the garment.

At this point cuffs and lapels are cemented. The jacket is turned inside out with the lining open. Cement originally used by many manufacturers is soluble. This has a tendency to dissolve in the solvent. As a result it leaves the cuffs and collars limp and loose. Cement used by most professional cleaners is pure latex and unsoluble in solvent. It is applied from a squeeze bottle in small-dot application approximately spaced in half-inch areas. Large solutions of cement should be avoided as it may seep through the suede and cause excessive hard spots.

Cementing is done after pressing so that the inside and outside facing and the cloth insert are all smooth. When the cement is applied they are pressed together and adhere smoothly. This gives the shape and body that the garment had originally.

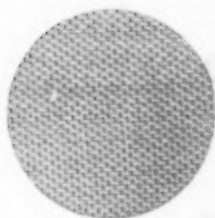
Sleeves are pressed by inserting a sleeve pad in each sleeve. Lays on the jacket or coat are processed similar to a cloth garment. However, they are left on the press for 5 to 10 seconds with the head down.

#### Final brushing

Garments are then given a final brushing and sponging. Special-type brushes are used in this operation. They are made of hog bristles that retain stiffness and are not affected by oils and waxes used in the garment. The garment is then stroked with a rubber sponge as a final touch in restoring the original look.

Each type of leather and suede, every color and style must be treated separately. It takes an expert all along the line who knows the difference and variations in leather and sueded.

Park Manor Cleaners was unable to accomplish all these details and maintain a reputation for quality drycleaning in the plant. Now someone else has the headaches and Alex Nickols reaps a good share of the harvest. # #



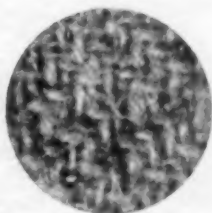
nylon



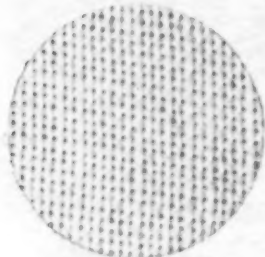
rayon



orlon



wool



cotton

*Cleaning modern fabrics  
requires the versatility of the  
Sanitone procedure*

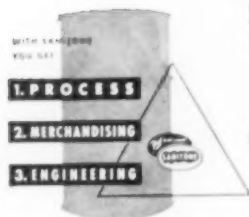
The problem of getting today's fabrics really clean involves two simple principles both of which are built into Sanitone's Standard Procedure.

- 1st Correct addition of controlled moisture for each classification.
- 2nd Proper Solvent condition (including temperature)

Correct moisture additions present no problem to the Sanitone Dry Cleaner. He can vary the amounts of moisture instantly with complete control at all times. Thus he has no difficulty in removing all types of soil from all types of fabrics producing brighter, cleaner work with less spotting and wet cleaning. And with successive loads be they dresses, woolsens or household items, no special precautions are necessary.

Proper solvent condition is maintained automatically through adequate filtration and distillation. Thus Sanitone plants are accustomed to produce customer-pleasing quality, load after load, day after day.

When you are ready to take an X-ray look at Sanitone, you will want also to talk to a Sanitone Engineer completely qualified to explain the entire Sanitone operation. You will learn then how Sanitone's integrated program can mean increased sales, more profit dollars to you. And all of this costs no more than many pay for a dry cleaning detergent alone. Write today.



**SANITONE DRY CLEANING SERVICE**

A Division of Emery Industries, Inc. • Carew Tower, Cincinnati 2, Ohio

# IN THIS SMALL GROUP:



*Month in, month out, hundreds of drycleaners have paid to get NATIONAL CLEANER & DYER for longer than a quarter-century.*

*Take a sample of just one hundred of them, picked at random. Add up their combined records of cash-on-the-line subscriptions and, as reader-endorsement of the field's leading magazine, the figures speak for themselves.*

*In total, how many years have these 100 drycleaners received NATIONAL? . . . 2,777*

*In total, how many copies of the magazine have they received? . . . 33,324*

*In total, at today's subscription rates, how much money have they paid for the privilege? . . . \$11,108.*



# 2,777 YEARS OF READERSHIP

*How does a publisher create such a definite, through-the-years following? The formula is simple: he produces a professional magazine, edited by professionals for professionals . . . and he tests its value by asking readers to pay for it.*

*Any magazine can try the formula, but the only national one that does is*

## **NATIONAL CLEANER & DYER**

*First in the Drycleaning Industry Since 1910*

305 East 45th Street, New York 17, N. Y.

OREGON 9-4000

ABC/ABP

# Are you using the 2-Bath Process without true 2-Bath . . . . PERFORMANCE?

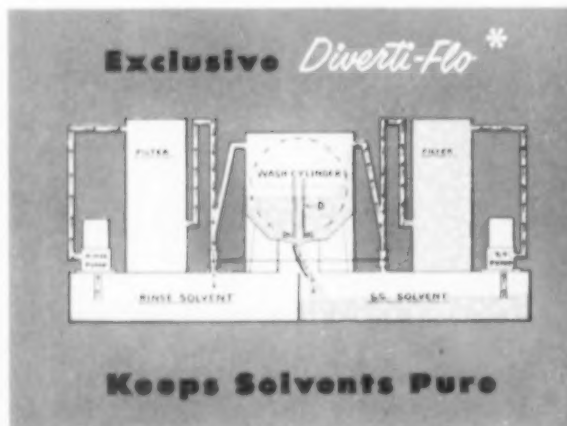
## Only Manitowoc Positively Prevents Solvent Intermix for True 2-Bath Performance!

The popularity and advantages of 2-Bath cleaning are becoming more apparent every day. But, why pay for the 2-Bath process unless you're *sure* of getting a *genuine* 2-Bath dry cleaning system?

Proper maintenance of both solvents with absolutely no possibility of solvent intermix is the most important design feature distinguishing true 2-Bath machines from adaptations or conversions of single bath units. There must be

positive, complete separation of soap and rinse solutions throughout the process in order to assure the high quality cleaning only 2-Bath provides.

Only Manitowoc can promise true 2-Bath *performance* with fool-proof elimination of solvent intermix. This guarantee, together with many other advanced engineering features, makes a Manitowoc 2-Bath system the most modern, cost-saving unit you can put in your plant.

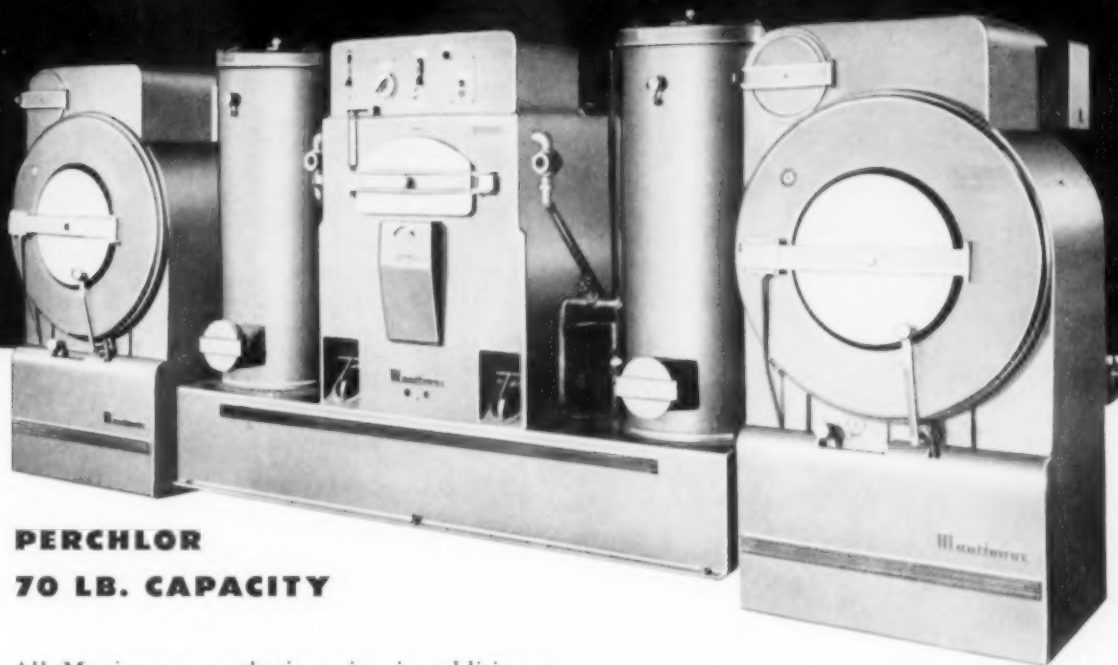


Manitowoc positively prevents intermixing of soap and rinse solvents with the patented Diverti-Flo interlocking control. This simple, fool-proof diverter positively seals off the flow of rinse solvent from soap solution while washing. Flow of soap is then sealed off during rinse cycle. Eliminates solvent leakage and contamination occurring when series of valves is employed. Most simple, fool-proof, method of positively preventing solvent intermix and assuring true 2-Bath performance.

\* Patented



Patented features of the new Manitowoc "No-Surge-Over" still obsolete all other Perc stills. Surging-over and foaming-over of solvent are positively eliminated. Once a problem for effective distillation, these troubles are now a thing of the past — thanks to Manitowoc! You get increased filter capacity — 75 GPH with 70 lb. systems — and more completely conditioned rinse solvent for higher quality cleaning. "No-Surge-Over" stills feature an over-sized separator and big, efficient after-cooler. (Available as independent units for use with any synthetic system.)



## PERCHLOR 70 LB. CAPACITY

All Maniowoc synthetic units, in addition to the many features explained in detail, have 36" x 30" high efficiency recovery tumblers; a divided washer drum; Marlow self-priming, centrifugal pumps; solvent coolers; an auto-

matic brake; adjustable, self-aligning doors; divided storage tanks with sludge agitators; an automatic cylinder positioner; and functional, space-saving design.

### "YEARS-AHEAD" FEATURES

#### Fast, Automatic Air Controls

Easy, simple operation — positive control — fully automatic — cycle variations changed in seconds with simple adjustments — cycle lengths may be manually operated.

#### Maniowoc-Olson Tubular Filters

Big capacity; 1500, 2000 and 3000 GPH — finest Monel metal screen tubes increase filtering area — no pressure build-up — fast, easy backwash with 4-way valve — handy cleanout door. (Available as independent units for any synthetic units)

#### Twin-Disc Fluid Drive

Separate extract motor drives through fluid coupling, no clutch — fast, smooth shock-proof acceleration — no sudden shocks or overloads to endanger electric motor — assures less maintenance and longer equipment life.

#### "Extra-Dry" Muck Extraction

Exclusive, patented process eliminates need for muck cooker — sludge is reduced to powder-like substance for clean disposal — field tests prove process to be 90% effective — several gallons of expensive solvent saved with each extraction.

**Maniowoc**  
A Complete Line of Synthetic  
and Petroleum  
DRY CLEANING SYSTEMS

*Perchlor*  
140°F-105°F



#### MANITOWOC ENGINEERING CORP.

Dept. MRS-2

Manitowoc, Wis.

Please send free information on the following:

- ☐ 70 lb. 2-bath Perc
- ☐ Single-bath (35 lb. and 70 lb.)
- ☐ Petroleum (35 lb. and 70 lb.)
- ☐ Tumblers
- ☐ Stills (capacity)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Causes of Drycleaning Failures—1956

Based on opinions of informed creditors and information in Dun & Bradstreet's credit reports

Number	%	UNDERLYING CAUSES		APPARENT CAUSES	Number	%
2	2.0	Neglect	Due to	Bad habits	1	1.0
				Poor health	1	1.0
				Marital difficulties	—	—
				Other	—	—
—	—	Fraud	One the part of the principals, reflected by	Misleading name	—	—
				False financial statement	—	—
				Premeditated overbuy	—	—
				Irregular disposal of assets	—	—
				Other	—	—
15	15.2	Lack of experience in the line	Evidenced by inability to avoid conditions which resulted in:	Inadequate sales	43	43.4
12	12.1	Lack of managerial experience		Heavy operating expenses	7	7.1
18	18.2	Unbalanced experience*		Receivables difficulties	5	5.1
48	48.5	Incompetence		Inventory difficulties	—	—
				Excessive fixed assets	10	10.1
				Poor location	3	3.0
				Competitive weakness	32	32.3
				Other	4	4.0
2	2.0	Disaster	Some of these occurrences could have been provided against through insurance	Fire	1	1.0
				Flood	—	—
				Burglary	—	—
				Employees' fraud	—	—
				Strike	—	—
				Other	1	1.0
2	2.0	Reason unknown		<i>Because some failures are attributed to a combination of apparent causes, the totals of these columns exceed the totals of the corresponding columns on the left.</i>		
99	100.0	Total				

\* Experience not well founded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.

## Why Do Some Drycleaning Plants Fail?

Exclusive survey by Dun & Bradstreet reveals reasons, comparison of frequency by area and rate of liabilities

INADEQUATE SALES was the major apparent cause for business failures in the commercial drycleaning industry during 1956. But that's almost like saying loss of life usually results in death. Far more pertinent to the average drycleaner are the two principal underlying causes of poor sales—incompetence and lack of experience on the part of management.

These conclusions stem from a factual analysis on drycleaning failure

By GERALD WHITMAN

made by Dun & Bradstreet, Inc. The project was commissioned by NATIONAL CLEANER & DYER and the results appear here exclusively. As a further barometer on the state of the industry, the report includes interesting statistics on drycleaning failure by geographic region, by metropolitan vs. non-metropolitan districts and by size of liabilities. It also comments on fre-

quency of failure by number of firms in business.

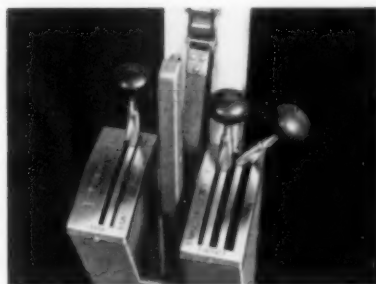
While 99 drycleaning establishments in the United States failed during 1956, according to the D & B report—four more than the previous year—there have been worse years. The high-water mark for drycleaning failures in the past 10 years was 1949 when 113 firms went out of business in this manner. The total liabilities of

*Continued on page 40*

# AIR AND STEAM *at the same time!*

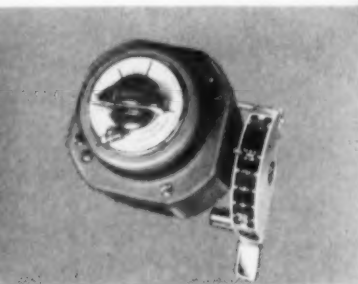
## — an exclusive feature on the CISSELL FORM FINISHER

Bring on hard-to-work materials for a soft, beautiful finish! . . . chamois, suede-lined, fur-trimmed, gabardine garments and the heavy materials that demand air while steaming.



### ★ Lever adjusted nylon form

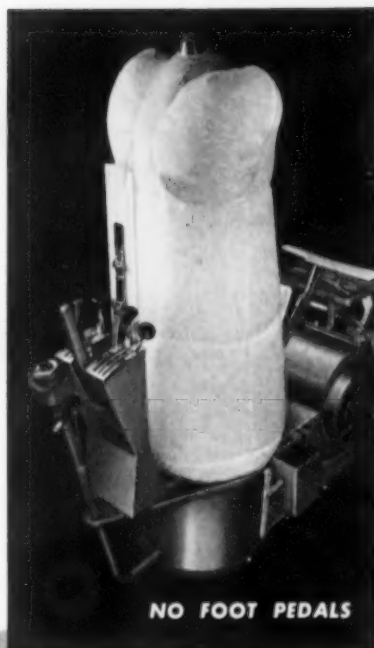
Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal motion and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired.



### ★ FULLY AUTOMATIC Cissell-built Time Switch does the job

Operator can do other work while the Cissell Form Finisher steams . . . dries . . . and cuts off automatically. Time Switch enclosed in a metal case for protection; mounted at a convenient height for ease of operation.

★ Built for years of service . . . shoulder form—a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.



NO FOOT PEDALS

Finish any  
style or size—  
from the  
smallest child's  
garment to  
the largest  
adult's garment.



### ★ Controlled air pressure

Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments WITH SAFETY.

CISSELL FORM FINISHER with one set of #11 Sleeveers, one set of #24 Sleeveers, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.

# CISSELL

*Consult Your Jobber*

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles

Foreign Distributors write Export Dept.—Cable Code "CISSELL"



Cissell vent  
clamp for short  
garments.



Continued from page 38

last year's failures were \$2,097,000. Compared with the number of failures for all commercial service businesses in the country during 1956, drycleaning failure represents about 10 percent of the combined total.

The reasons behind drycleaning failure, based on opinions of informed creditors and information in Dun & Bradstreet's credit reports, are listed by D & B on a two-level basis—underlying causes and apparent causes.

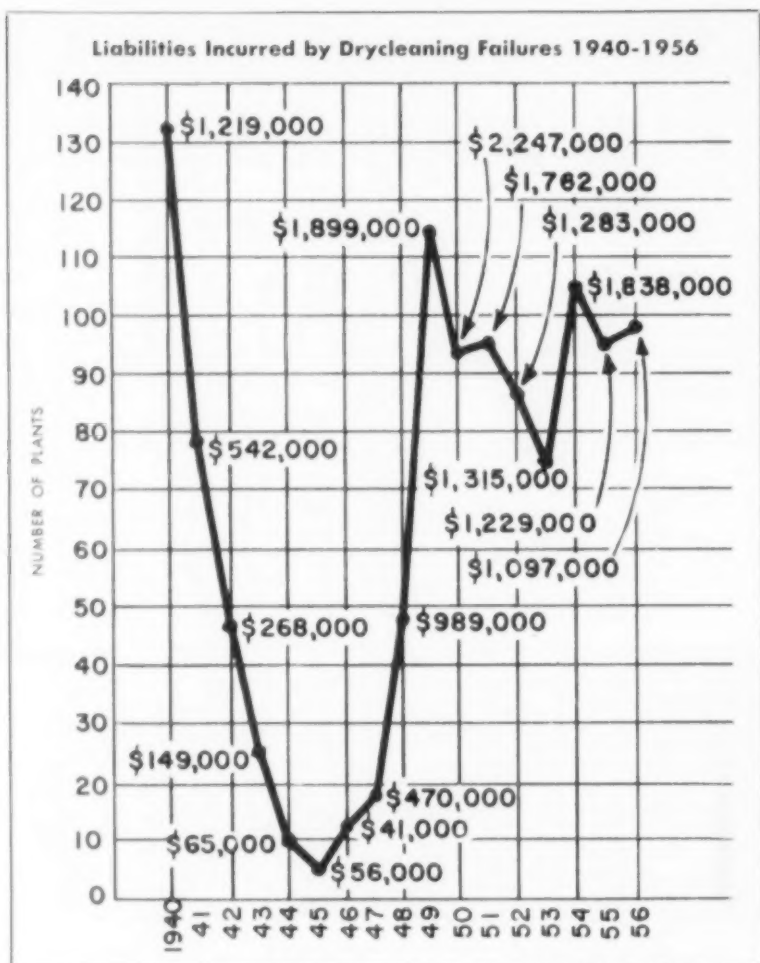
Among the underlying causes, incompetence was the major factor found in 48 plants constituting 48.5 percent of the total of 99 failures. Lack of experience in the drycleaning field was found in 15 of the plants, lack of managerial experience in 12 firms and unbalanced experience in another 18 establishments. (By unbalanced experience, D & B means experience not well rounded in sales, finance, purchasing and production on the part of an individual in case of a proprietorship, or of two or more partners or officers constituting a management unit.)

The foregoing underlying reasons resulted in this breakdown of apparent causes leading to failure: 43 firms (43.4 percent of the total) failing because of inadequate sales; 7 firms due to heavy operating expenses; 5 because of receivables difficulties; 10 on account of excessive fixed assets; 3 due to poor location; 32 because of competitive weakness, and 4 because of other unspecified reasons.

Another two drycleaners went out of business because of neglect due to bad habits and poor health, while two more went under because of disaster—one due to fire and the other unspecified.

On a geographic basis, the Pacific region had by far the greatest number of drycleaning failures during 1956. That area had 38 failures, representing 38.4 percent of the total number. Ranging behind the West Coast in frequency of failures was the Middle Atlantic areas with 27 firms, the East North Central region with 14 and the New England and South Atlantic areas with 5 failures each. The West South Central region had only one failure for the lowest amount in the nation.

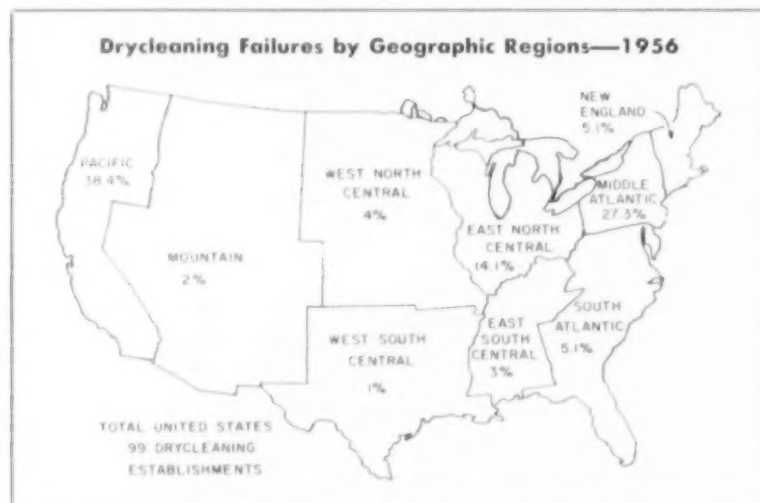
Of special interest was an analysis showing the comparative rate of failure between the metropolitan and non-metropolitan districts. Of the total 99 failures with combined liabilities of \$2,097,000, 35 of these occurred in the 25 largest cities, with total liabilities of \$1,047,000. The other 64 failures took place in the balance of the country, with combined liabilities of \$1,050,000.



Further insight into the failure problem is provided by evidence of size of liabilities of firms going out of business. In the under-\$5,000 liability class, 20 firms failed representing 20.2 percent of the total number of failures. Sixty firms, more than half the total

number, were in the \$5,000-to-\$25,000 liability class, while 16 firms were grouped in the \$25,000-to-\$100,000 liabilities class. Three firms incurred liabilities of \$100,000 or more.

Dun & Bradstreet also made a comparative study of failure trends be-



# Nobody but Cissell

builds a Tumbler  
with a positive  
8-Stage Heat Control



ELIMINATE TEMPERATURE GUESSWORK



## ... Sturdy Double Walls

... provide extra strength ... reduce heat losses ... confine heat to basket. Outer walls are flat ... easy to clean ... never too hot to touch. No-Sag Basket eliminates need for auxiliary supports. Perforations in basket shell are extruded to provide a smooth surface.

Drycleaning Tumbler available in Single Basket: 36" x 18", 36" x 30", 42" x 42"

**ALSO AVAILABLE:** Cissell Gas Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin", Single Basket 36" x 18", 36" x 30", 42" x 42"

## ...and every feature you want

Large volume of air for fast drying and complete deodorization ... separate fan and basket motors ... Cissell-built Gear Reducer for quiet, long-life operation ... Static Steam Spray ... Two-Way Fire Extinguisher ... full-width lint drawer ... Air Filters standard equipment on 42" x 42"

# CISSELL

*Consult Your Jobber*

**W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.  
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

tween all businesses, total commercial services, drycleaning and laundries. It shows the percentage of change in these categories in 1956 as compared with 1955, regarding number of failures, liability rate and average liability per failure in 1956.

Failures in all businesses in the United States regardless of type of industry increased 16 percent in 1956 over the previous year, with total liabilities pumping 25 percent in the same period. Average liability per failure in this all-inclusive category during 1956 was \$44,356. In the realm of commercial services, number of failures rose 18 percent and liabilities were up 33 percent. Liabilities per firm in 1956 averaged \$39,162.

Number of failures for cleaning, dyeing and repairing services in the same comparative periods rose 4 percent, with total liabilities up sharply at the rate of 71 percent. Average liability per drycleaning failure last year was \$21,182.

Concerning laundries, rate of failure in 1956 was up 6 percent over 1955, although total liabilities decreased by 10 percent. Average liability for each laundry failure in 1956 was \$22,698. In terms of actual number of laundry failures, there were 53 going out of business in 1956, compared with 50 failures in 1955 and 41 failures in 1954.

Dun & Bradstreet also comes up with several other items pertinent to the general business failure picture. Since 1900 an average of 74 out of every 10,000 concerns listed in the D & B Reference Book failed with loss to creditors each year. Although the 1956 rate was the highest in 14 years, it's still well below the rates for the first four decades of this century.

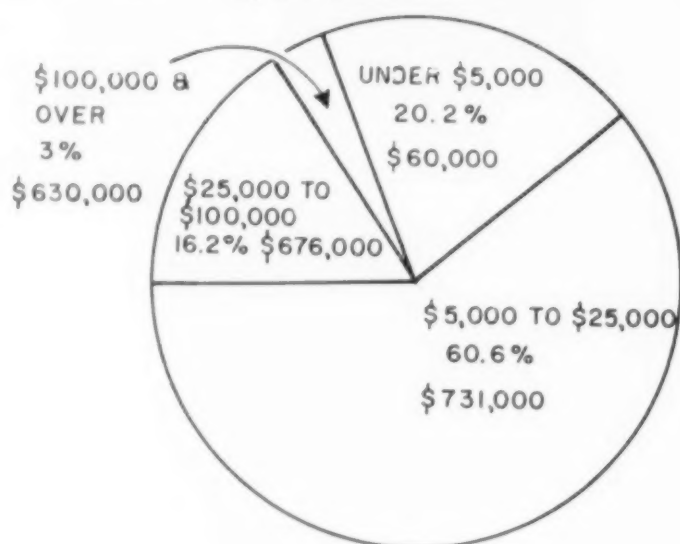
Another interesting aspect of commercial failures has remained fairly constant through the years. If a concern is destined to be a failure, it usually doesn't take much time in becoming one. This study shows that 58.6 percent of the concerns that failed during 1956 had been in business for five years or less. It is in this test period, when the business is feeling its way around and getting its feet on the ground, that it is most vulnerable to failure.

Further indications of the hazards of business are revealed in the fact that older firms are not necessarily immune from the prospect of failure if management does not keep on its toes. Where 9.1 percent of the concerns that failed during 1947 had been in business for 10 years or more, this mortality rate has climbed slowly to the point where failure rate for firms in this class reached 18.3 percent of the total during 1956. # #

### Failures Among Drycleaning Establishments in 1956 Metropolitan vs. Non-Metropolitan Districts

	Drycleaning Establishments	
	Number	Liabilities
Twenty-five largest cities .....	35	\$1,047,000
Balance of Country .....	64	1,050,000
Total United States .....	99	2,097,000

### Failures Among Drycleaning Establishments in 1956 by Size of Liabilities



### Comparative Failure Trends

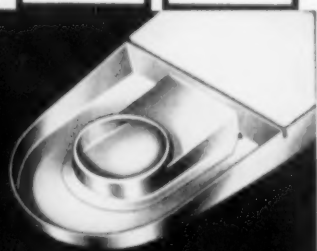
	Percentage Change 1955-1956		Average Liability Per Failure in 1956
	Number	Liabilities	
Total businesses, all lines .....	+ 16	+ 25	\$44,356
Total commercial service .....	+ 18	+ 33	39,162
Cleaning, dyeing, repairing services ...	+ 4	+ 71	21,182
Laundries .....	+ 6	- 10	22,698

Source: Dun & Bradstreet, Inc. This record includes those businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew leaving unpaid obligations; were involved in court actions such as receivership, reorganization or arrangement; or voluntarily compromised with creditors.

# CISSELL

**concentrated**

*vacuum does it!*

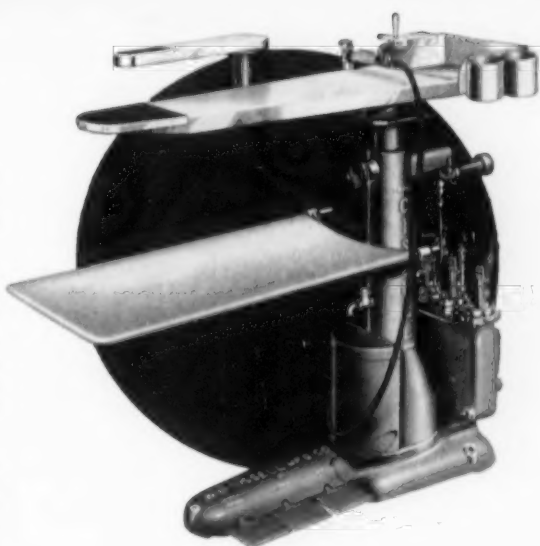


## Get amazing results with the CISSELL VACUUM SPOTTING BOARD

It has everything . . . dry, moist, or wet steam and a *concentrated vacuum*. Spot and dry large areas with ease. Cut wet-cleaning and re-cleaning to a minimum, eliminate feathering . . . sizing rings . . . discoloration . . . "blow-off" with dry steam. For quality work, provide your operators with *the best in spotting equipment!*

**POWERFUL CONCENTRATED VACUUM . . .** on tips of both spotting board and swinging sleeve board — keeps wetted areas under control . . . provides rapid drying in "dry" spotting. When solvents, soaps, bleaches are necessary, the white vitrolite top is unexcelled — its white surface enables spots to be seen with ease.

Stainless Steel pan with fine nickel screen on tips of both spotting board and swinging sleeve board . . . sturdy, cast iron base . . . compressed air connection for hot air . . . height adjustable to suit operator.

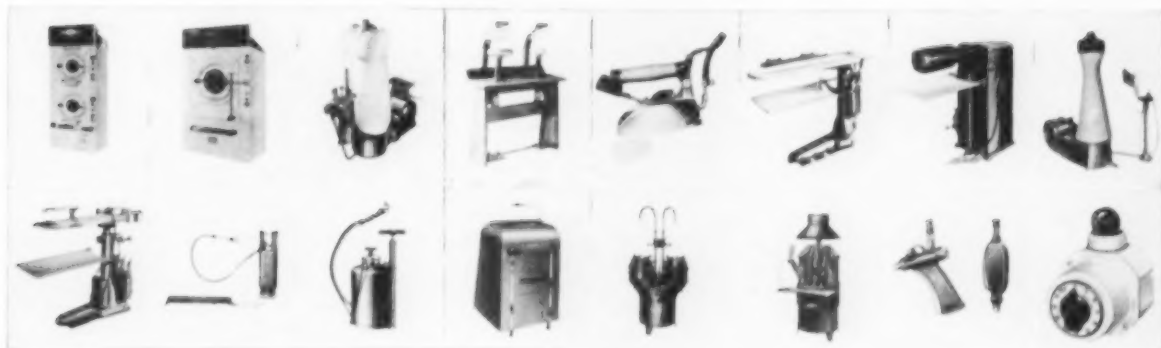


**W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.**

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.  
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

*Consult Your Jobber*

**Cissell Equipment in use the world-over**





PLANT TOURS and open houses achieve double purpose—satisfy people's desire to see machinery at work and enable plantowner to make good impression upon his community

*Part VI in a Series on Supplementary Advertising*

## How Plant Tours Can Pay Off

*Properly handled group visits can dispel false ideas, build goodwill and win new customers*

By GERALD WHITMAN

EVER STOP TO THINK how the average housewife envisions the inside of your plant? Does she imagine the local drycleaner tosses her precious garments into a vatful of foul-smelling chemicals and hangs them up to dry? Does she conjure up a picture of a glorified home washing setup when she thinks of a commercial laundry? We'll wager that, more likely than not, our average housewife has only the haziest of notions about what goes on in a typical cleaning or laundry plant.

Women are also very practical people, particularly where housekeeping is concerned. If you can create a visual picture of quality, efficiency and cleanliness, you will be in a position to win more new customers than through any other advertising or public relations medium.

And with all factors considered, public inspection of your plant facilities—although requiring more personal effort—will probably achieve better and more lasting results than any other type of promotion.

Plant visitations may seem to be a fairly simple matter at first glance, but they can be a complete waste of time and effort if they are not planned to the last detail beforehand and carried out on an organized basis. You can, if you wish, simply throw open your doors and announce that your plant is open to public inspection at any time. This procedure is not recommended, however, because occasional and haphazard solo visitations will consume too much of your time, interfere with your normal operations and impose a heavy mental strain upon your employees.

Organized visitations can be separated into two general categories:

**1. Open House.** This event can be planned to last anywhere from one day to several weeks and is usually used to mark some particular occasion, such as a new plant opening, remodeling, plant addition, anniversary, civic holiday, etc. Although the open house may last more than a day and may be one of several such events held during the year, each is a one-shot affair. Invitations are extended to the entire community.

**2. Regular Plant Tours.** These are similar in many respects to the open house, but on a more modest, selective basis. Many plants set aside regularly scheduled days or evenings for tours by one or two church, civic or social



groups at a time. Frequency of such tours varies greatly; some plants run them once a month, while others have as many as two a week. A standardized routine or program can be developed for use at each session.

#### Who and how to invite

For special-event open houses, invitations and announcements should be circulated as widely as possible, as much as two weeks before the occasion. These should be designed not only to get as many people into your plant as you can but to derive maximum publicity.

Press, radio and television people should be furnished with announcements and straight news stories. Place paid ads containing information on visiting hours, transportation and parking facilities, and routes to the plant. Buy spot announcements on the local airwaves. Place posters and other exhibits in the windows of merchants, department stores and libraries. Conduct the press on a special preview tour. If an outside billboard is available it should be used to advertise the open house.

Place placards on your trucks announcing the dates of the open house. Enclose special inserts in your bundles and garments and invite your customers to bring families and friends.

An effort should be made to issue direct invitations to employees and families, retired employees, press and radio representatives, elected officials, officers of service clubs, fraternal organizations, churches, business leaders and other molders of community opinion.

Some plants encourage their employees to distribute advance literature. At a recent open house held by the Red Tag Laundry & Dry Cleaners in Norwich, Connecticut, invitations were extended in person by employees to everyone with whom they came in contact for a period of three weeks before the event. Each route salesman, store clerk and plant employee was given a batch of handbills stating the dates and hours on which the plant would be open for inspection and assuring the reader a most hearty welcome.

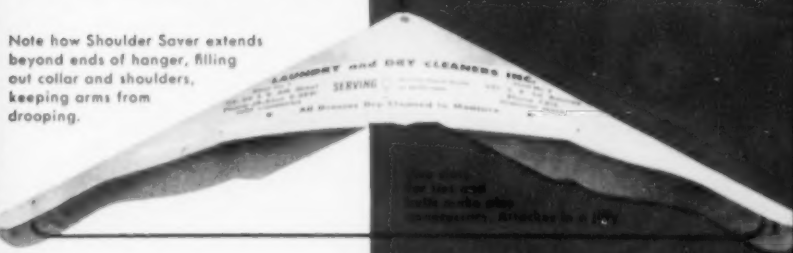
As the employee presented the invitation he signed his name on the back of the handbill. A cash bonus was presented by the Red Tag management to each of the employees in the three groups (route salesmen, store clerks and plant workers) whose name appeared on the greatest number of invitations turned in at the plant during the open house.

The regular plant tour or special-group visit should be more selective

## ATTRACT

### BUILD GOOD WILL OF PRESENT CUSTOMERS with

Note how Shoulder Saver extends beyond ends of hanger, filling out collar and shoulders, keeping arms from drooping.



**NOW,** with Shoulder Savers, you make sure that garments reach your customers with the same rounded shoulder contours of the original tailoring, and your careful finishing. Shoulder Savers put an end to the flattened-out, creased, lumpy, droopy appearance caused by hanging a coat on naked wire.

**YOUR CUSTOMERS WILL APPRECIATE  
THIS EVIDENCE OF YOUR EXTRA CARE**

#### To the Jobber

If you are not already stocking this fast-selling product, write for details.



Shoulder Savers may be printed with your ad or special tag. . . . With today's ad tag, your ad, for women and full information.

## Crown PAPER BOX CORPORATION

2101 MONTCALM ST. • INDIANAPOLIS 7, IND.

COPYRIGHT 1957

\*TRADE MARK REG. PAT. APPLIED FOR

and aimed at definite consumer groups:

**Educators:** High school and college home economics teachers are vitally interested in all problems of home maintenance, including care of textiles. These people teach what they learn to their students. Thus, the good results of a teacher-group visit are multiplied. An instructor who becomes convinced of the need for regular commercial laundry and drycleaning will convince others.

**Women's Clubs:** In every city there

are bridge clubs, flower clubs, study groups, sororities, professional clubs, church groups and other women's organizations. Housewives purchase more than 80 percent of the nation's consumer goods. In fact, more than half the shareholders in American industry are women. Once they grasp the importance, convenience and quality of professional laundering and cleaning, they will become more frequent customers.

**Men's Groups:** Believe it or not, men are interested in having clean laundry and clothing. A number of

### Open House Draws Over 4,000 Visitors

When White Rose Laundry-Cleaners in Memphis, Tennessee, completed a rug cleaning plant addition three years ago, Walter Klyce, firm president, decided to stage a five-week open house. It began with the usual ceremonial ribbon-cutting by a public official.

Management had expected a fairly good turnout but the crowds proved so great that visitations were extended an additional week to accommodate all groups. At the end of the six-week period, 4,432 registered visitors in 252 separate groups had toured the plant's facilities.

How did the event rate such a high attendance? For one thing—in addition to the ribbon-cutting—a number of newspaper publicity stories were capped by almost full-page ads in two of Memphis' leading dailies. Besides inviting the public to visit the plant, the ads featured an offer of a free set of

finger towels for every order placed during open-house festivities.

Outdoor advertising received a good deal of attention, with 20 billboards used on busy thoroughfares throughout the city. In addition, a walking billboard or "sandwich" man was hired to stroll around the congested downtown area six days a week. He was seen by what Mr. Klyce calls a conservative estimate of at least 60,000 persons a week.

Letters were sent to every church-women's organization and every women's social and civic group in Memphis offering to pay the organization or any charity 50 cents for each group visitor.

According to Mr. Klyce, not only did his firm create many new customers from among the actual visitors, but new business was gained from friends and other organization members who could not visit the plant.

plantowners have tried inviting groups of men—with marked success. You could certainly try inviting a group or two and see what happens.

#### Take your own photos, too

Whether you stage an open house or hold smaller plant tours, don't lose sight of any possible publicity that can be derived from these events. An open house—particularly when there are public officials on hand—will usually draw newspaper photographers and coverage. Always protect yourself, however, by having pictures taken yourself that you can distribute to the press. Let the newspapers know after the event is concluded how many people visited your plant, what they were shown and list the names of all important personages.

It's a good idea to take a picture of the club group at a regular plant tour that you can feed to interested local papers. If the group is small enough, list the names of all those who attended in your follow-up news release. Small town papers are more apt to use all the names while big city dailies are hardly likely to have the space or the inclination.

#### Keep your house in order

However hard you work to set up plant visits your efforts will be doomed to failure if the place is not clean. Nothing leaves a worse impression in an establishment that is supposed to clean things than a dirty plant.

You'll find that cleaning up a plant can accomplish two things. First, of course, cleaning and laundry plants belong to the community, too. If they are run down, untidy and dirty, they suggest to the community in loud terms that the cleaning and laundering done there is of poor quality. But, if a plant is painted, in good repair and clean, the community *knows* that good quality comes from such a plant. The public reasons that those owners and employees have pride in where they work—so they must also have pride in their work.

Employee pride—our second point—can be a direct result of good plant-keeping. It may begin with keeping the plant shipshape for public visits, but it most often becomes a steady habit that will lead to increased employee morale.

In addition to general cleaning-up, don't overlook the potential danger hazards to your visitors. Install warning signs and paint guide lines. Rope off tour routes and danger zones. Guides and workers should be alerted to watch for visitor safety and comfort.

#### Final preparations

It's a good idea to prepare a souvenir booklet or leaflet that can be used for all types of visitations. This can be done inexpensively. It should tell about your plant and your services. Distribute these to the press, opinion leaders and plant personnel. At the time of the open house or regular

plant tour the booklet should be available for general distribution.

Be sure there is a welcoming committee, even if it consists of only one person. All visitors should be met at the door and made welcome. Your employees should be fully versed on the program and each assigned a specific duty, either his regular job or as a special guide. Many plants invite the assistance of their allied trades friends to act as guides and to explain the functions of various departments and pieces of equipment.

Plan your tours in advance and examine for possible hazards to visitors the route that will be followed. Anticipate tour bottlenecks and check elevator capacities.

Make up signs that will tell your story. Don't rely solely on a guide; guests won't hear everything. At least one plantowner who conducts regular tours has invested \$50 for a Navy-surplus battery-powered hand megaphone to make himself heard over the din of competing equipment. It has not only saved his voice but cuts down on questions afterwards because he can describe what's going on while his visitors watch the operation.

Strange machines should be identified by placards. The function of each machine should be explained briefly on the cards. Keep in mind that signs should be written in women's terms as far as possible. In fact, for women's groups a girl from the office, if properly trained, can be the ideal guide.

#### How to conduct tours

At some open houses, the public is left to its own resources to wander through the plant and identify each process by signs. It's a much better idea, however, to take your visitors through in groups and explain what they see. Small groups of not more than 10 persons are most effective.

In conducting a tour, begin at the beginning. That is, start where the trucks would normally unload and follow each department and operation to its conclusion. Allow your group to spend a few minutes at each operation. Explain as you go along. Point up any quality checks in your operation. In a subtle fashion, tell your audience why and how your plant is doing a top-quality job. Encourage questions from your visitors as you lead them about; they may forget later on to ask questions they think are important as they view an operation.

After the tour is over, try to provide a quiet area where your visitors can sit down, have refreshments like coffee, tea or soft drinks, and where you can sum up what they've seen. Ask visitors if they have enjoyed the



TAKE A  
**LONG LOOK**

INTO THE FUTURE  
Of Your Business

... It Should Include ...

THE **HAMMOND** WASHER-EXTRACTOR  
DRYCLEANING UNIT!



Don't stick your neck out  
because of poor quality and obsolete  
equipment. Operators who are looking ahead  
are turning to the amazing Hammond Washer-  
Extractor Drycleaning Unit. Why? ...

because this "advanced-design" Unit boosts production,  
improves quality, yet keeps overhead at a minimum. Don't  
wait ... see your nearest Hammond dealer or  
write direct to factory.

**HAMMOND**

LAUNDRY - CLEANING  
MACHINERY COMPANY

HAMMOND BUILDING

WACO, TEXAS

Please send all information about  
the Hammond Washer-Extractor Drycleaning Unit

Name

Name of Firm

Address

City  Zone  State

**Don't Miss It!**  
 12:45 P.M. until 3:30 P.M. Tuesday, Wednesday & Thursday  
 5:00 P.M. until 8:00 P.M. April 20, 21 and 22

**OPEN**



**HOUSE**

Imagine serving over 8,000 customers — thousands of shirts — tons of sheets, pillow cases and towels — thousands of suits and dresses — carpets and rugs EACH WEEK! — WE DO! And much more too! Come and see Connecticut's most modern LAUNDRY — DRY CLEANING — FUR CLEANING and GLAZING — BUG SHAM-POOING establishment in full operation. Make it a party — bring your family and friends.

**Welcome**  
**The Red Tag Laundry and Dry Cleaners, Inc.**  
 Eastern Connecticut's Laboratory of Cleanliness  
 Trading Center Norwich Phone TUNER 7-2541  
 (Ample Parking Facilities) 12:45 — 3:30 P.M.  
 5:00 — 8:00 P.M.

April 20, 21 and 22

**ADVANCE PROMOTION** is necessary for good turnout. In addition to having employees distribute handbills (such as shown here) many firms use radio spots, newspaper ads, billboards, truck decals and personal letters.

experience. Give them plenty of opportunity to ask questions again and express their opinions.

If time permits, you may want to round out this concluding portion of the visitation by showing some National Institute of Drycleaning or American Institute of Laundering films or slides prepared for consumer consumption.

#### Give them something

Before your guests leave your plant, it's smart to distribute one or two advertising specialties or premium items that have your plant name inscribed. If it's a useful article your visitors will have an added memory jogger of your plant and services. When children are among the groups, hand out souvenirs like balloons and the like, with ice cream for refreshments.

Some plants also give away door prizes to one or more lucky ticket holders. For women, the prizes might consist of semi-expensive household appliances. Men might be awarded sporting goods. Many plants award a

certain amount of free laundry or dry-cleaning as prizes, while others hand out discount coupons to all visitors.

In some cases, awarding of prizes is turned over to the group secretaries who arrange for drawings at their own meetings or church bazaars. In a great

many instances, plantowners pay club and group treasuries anywhere from 25 to 75 cents per head for each member who turns up for the visitation. This helps not only to assure a satisfactory attendance but provides the group with an opportunity to raise funds.

#### Turn visitors into customers

The plant visitation can provide you with one of your best opportunities to gain new customers. Some time during the tour—either when the visitors first arrive or when they are about to leave—have them fill out a registration card. In addition to asking your visitor's name and address, don't be afraid to list several more questions that will give you some priceless follow-up and market information. Here are some questions you might ask:

1. How many people in your family?
2. Are you a regular user of dry-cleaning and/or laundry services?
3. Are you satisfied with the firms you now patronize? If not, why?
4. How much do you spend per week for these services?

5. Would you care to have one of our representatives call at your home?

Most people are not at all reluctant to answer questions of this type. They generally feel it's the least they can do in return for your hospitality. And you see readily how such data can be converted into hot leads for your salespeople.

Whether or not the answers to these seem favorable, contact all visitors soon after the tour by having your routemen call on them. At the very least, send them direct-mail literature. Don't forget that each of these prospects has seen your plant and watched your operation. They are already familiar with you. They are usually half-sold. Another nudge will wrap up the sale. # #

#### Why Plant Visits Are Popular

1. People like to see how things are made and watch machines in operation.
2. A plant tour establishes a company as an efficient operation.
3. A plant visit shows exactly what steps are taken to insure a good laundering or cleaning.
4. Information secured on a plant visit is retained longer.
5. The open house is a rapid means of building better community understanding. It shows the company to be friendly and neighborly.
6. Employee interest is stimulated because outsiders are given the chance to see and approve their work. It is also stimulated if families and friends are given the chance to see where and how they work.



# Modern Living means more drycleaning and...



Look at all the drycleaning dollars available in today's modern living . . . for the most part not in existence a few years ago. (1) drapes, (2) ladies' blouses, (3) men's sport coats, (4) ladies' dresses, (5) furniture slip covers, (6) ladies' skirts, (7) ladies' sweaters, (8) men's sport shirts, (9) men's slacks, and (10) ladies' slacks. This ever-increasing use of drycleanable items is typical of the choice new markets available to you.

## safer, **MORE PROFITABLE** expansion

Your customers today are becoming appearance-conscious . . . and practically all the clothes in their wardrobes must be drycleaned. Washable house clothes are all but a thing of the past. The few washable garments that do remain in existence are usually drycleaned — for housewives know modern drycleaning methods restore that fresh, like-new appearance. More important, the drycleaning market is no longer confined to wearing apparel, but encompasses domestic furnishings as well. Homes are fashionably decorated in drapery, furniture protected with removable covers, pillow covers and scatter rugs add to the volume. This is vitally important to you since the added volume and increased expenditure per person demand more plants than ever before.

Get the complete facts on your expanding market, the reasons why this is a new kind of market, the statistics that show the glowing future of the drycleaning market for the next ten years and the opportunities this new market offers you the drycleaner, in terms of more profitable expansion. Write for the booklet "Growth From Within" and see for yourself the profit opportunities that are awaiting you.

# Expand...

the time is Now  
the equipment is-

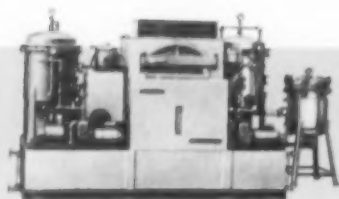
# DETREX



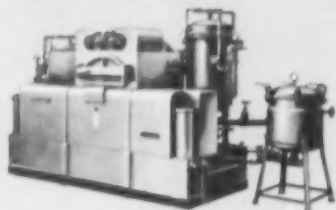
# More Profit— Easy Expansion with

# DETREX

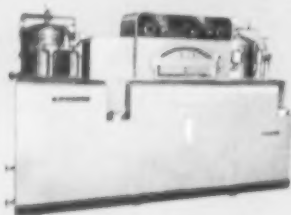
**CORONET**  
—60 to 80 lbs.  
capacity per hour



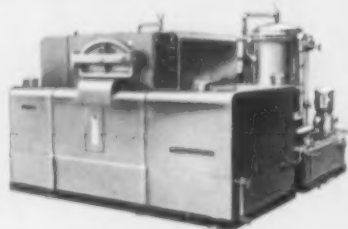
**MONARCH**  
—100 to 140 lbs.  
capacity per hour



**DIPLOMAT**  
—150 to 200 lbs.  
capacity per hour



**AMBASSADOR**  
—Over 250 lbs.  
capacity per hour



**SYNTH-O-SAVER**  
—Available in either  
35 or 50 lbs.  
capacity per load



There is no other drycleaning equipment that will return a profit equal to that returned by Detrex equipment. This is a statement you can prove to your own satisfaction by talking to any Detrex owner. The reason for the outstanding success of Detrex owners is very simple.

Detrex drycleaning equipment does a thorough, high quality cleaning job *automatically*. It practically eliminates re-runs and wet cleaning. Hand spotting is reduced to an absolute minimum. The high reduction in these areas alone slashes your operational costs and returns a higher margin of profit to you from every dollar you receive. The effective distillation and filtration system built into the Detrex Process greatly increases the poundage of cleaning from every drum of perc. So, perc costs are at a minimum . . . another increase of profit for you.

You take in more dollars, too! Because of the high quality cleaning your sales volume will increase, which gives you a double profit . . . more dollars and every dollar returns more profit. Your customers will admire that fresh, like-new appearance in their clothes. Detrex high quality cleaning is a *proven* volume builder.

Plan to expand today. Detrex can make it easier, safer and more profitable. Detrex will assist you in planning your expansion . . . selecting choice locations, floor-planning your plant for effective operation. And, you can lease any of the Detrex equipment you need with an absolute minimum of cash outlay . . . in some cases, *no cash* is necessary. Or, your Detrex distributor can assist you in financing all the equipment for your new plant.

Expansion for you is simple and safe. You, who are already an established drycleaner, have the operational know-how and managerial ability to insure success. Talk to your Detrex jobber. He will help you plan a more profitable future for you and your family.

## WRITE FOR COMPLETE DETAILS

Write for the new Detrex booklet, "Growth From Within," that outlines the security for you in expansion. Detrex also has available a booklet that contains all the facts on why

Detrex equipment returns more profit to you. Ask for complete information on the Detrex Lease Plan. Any or all of this material is available at *no* obligation. Write for your copies today.

**DETREX CHEMICAL INDUSTRIES, INC.**  
Dept. C-70  
Box 501, Detroit 32, Michigan

- ☐ Send me new expansion booklet, "Growth From Within."
- ☐ Send complete information on the LEASE Plan.
- ☐ Send full information on the Detrex Process.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**DETREX** CHEMICAL  
INDUSTRIES, INC.  
BOX 501, DETROIT 32, MICHIGAN

**BEFORE:** Old frame building formerly used as filling station was completely renovated when plantowners leased site in move from downtown



**AFTER:** Large electric signs illuminate plant and attract attention of passing motorists every night of week. Flow of traffic past plant is regulated by stop-and-go light located on this corner of block

## Planning Insured Their Future

*Plantowners guided by four-point program to success*

By **HARRY YEATES**

SEVERAL IMPORTANT FACTORS have contributed to the growth and expansion of Glotone Cleaners, Canton, Ohio, during the past few years:

1. Selecting the best location for two new cash-and-carry drive-ins.
2. Dramatizing the locations by using attractive signs, well illuminated to attract night traffic.
3. Providing fast service.
4. Building a profitable sideline.

In 1948 the three Manos brothers, Anthony, James and Michael, opened a small synthetic drycleaning plant and a tuxedo rental service in downtown Canton. After operating for three years with a capacity of \$500 per week they were anxious to expand business by relocating the plant. After careful calculation as to their future success the plantowners decided to move away from the downtown section of the city. More space would solve their problem but they still wanted to provide fast service and

maintain their reputation in the community of producing a quality garment.

### Location

After spending several months looking for a possible plant site, the plantowners were able to negotiate for an unoccupied service station on one of the main arterial thoroughfares in the

city. Before the lease was signed they double-checked the location to make sure that it had the necessary ingredients for a cash-and-carry drive-in.

With the assistance of police department traffic counts the Manos brothers obtained a report on the number of cars passing by the proposed site each day. Then they made their own spot check for several



SECOND DRIVE-IN PLANT operates in same pattern as original. Volume in Glotone plant has not been affected by newer unit only one block away



CO OWNER Anthony Manos works in finishing department, trains employees, supervises rental department. Another brother runs second plant



COMPLETE INVENTORY in all sizes of wearing apparel is stocked in tuxedo rental department on second floor of plant

weeks on the flow of traffic at this corner to the downtown section of the city. By standing on the corner actually recording automobiles plus studying the city records they proved that an average of 7,000 cars passed this intersection. The heaviest traffic converged at this point in the early morning hours and late in the afternoon.

City traffic counts also showed that an equal number of cars flowed downtown from another street one block away. Traffic from this spot came from an entirely different residential section of the city. In effect, the plantowners had a choice of streets on which to locate but only one definite lease available at the time.

After the Clotone plant was operating long enough to show a healthy sales picture the plantowners set their sights on opening a second cash-and-carry drive-in. With the assurance of the traffic counts as a guide they were fortunate in obtaining another building on the alternate street one block away. By opening a unit relatively close to the Clotone plant they were able to capture the majority of traffic from two important streets.

An extensive renovating program was started on the old frame building before the first plant was opened. A contractor resurfaced the outside of the structure with stone blocks. The cleaning room, measuring 9 by 15 feet, was added to the front of the new plant. The second floor, built for the firm's tuxedo rental department, provides 500 square feet of selling space. An upstairs entrance is located along the side of the building.

Total expenditures, including installation of a new synthetic cleaning machine, were \$26,000. The building proposed for the second plant was in excellent condition. Renovating costs, therefore, were low. The main expense was incurred on equipment and supplies.

### Display

A \$7,000 electric sign was added to attract attention to the location and dramatize the Clotone plant. The new display is particularly effective at night and has caused widespread approval by customers traveling to and from the downtown section of the city after dark. Two smaller electric signs plus spotlights in the window display of the second-floor tuxedo department add to the visual effectiveness of the plant. The same result has been created with a large plant sign and a clock 6 feet in diameter in front of the second plant.

### Fast service

Weekly volume in the first plant reached \$1,300 within two months after the opening. According to the plantowners, same-day service has been the biggest factor in the success of their plants. Each drive-in has attracted its own set of customers traveling on two different thoroughfares. At this point both plants are almost equal in volume per week.

All drycleaning coming into each call office is classified into bins for hourly processing. Each plant averages 13 to 15 loads per washer each week during a six-day week. The plants have 30-pound washers that produce approximately 2,000 pounds per week in each plant. Volume in each plant is now running over \$2,500 a week.

An increase in volume presented new problems in production. In the small downtown plant the three brothers were able to control production and handle the flow of work from one step of the operation to another. When they opened their first plant they started a system whereby each employee was trained to do a particular job in the plant. Each operator can

rotate from one job to another if necessary.

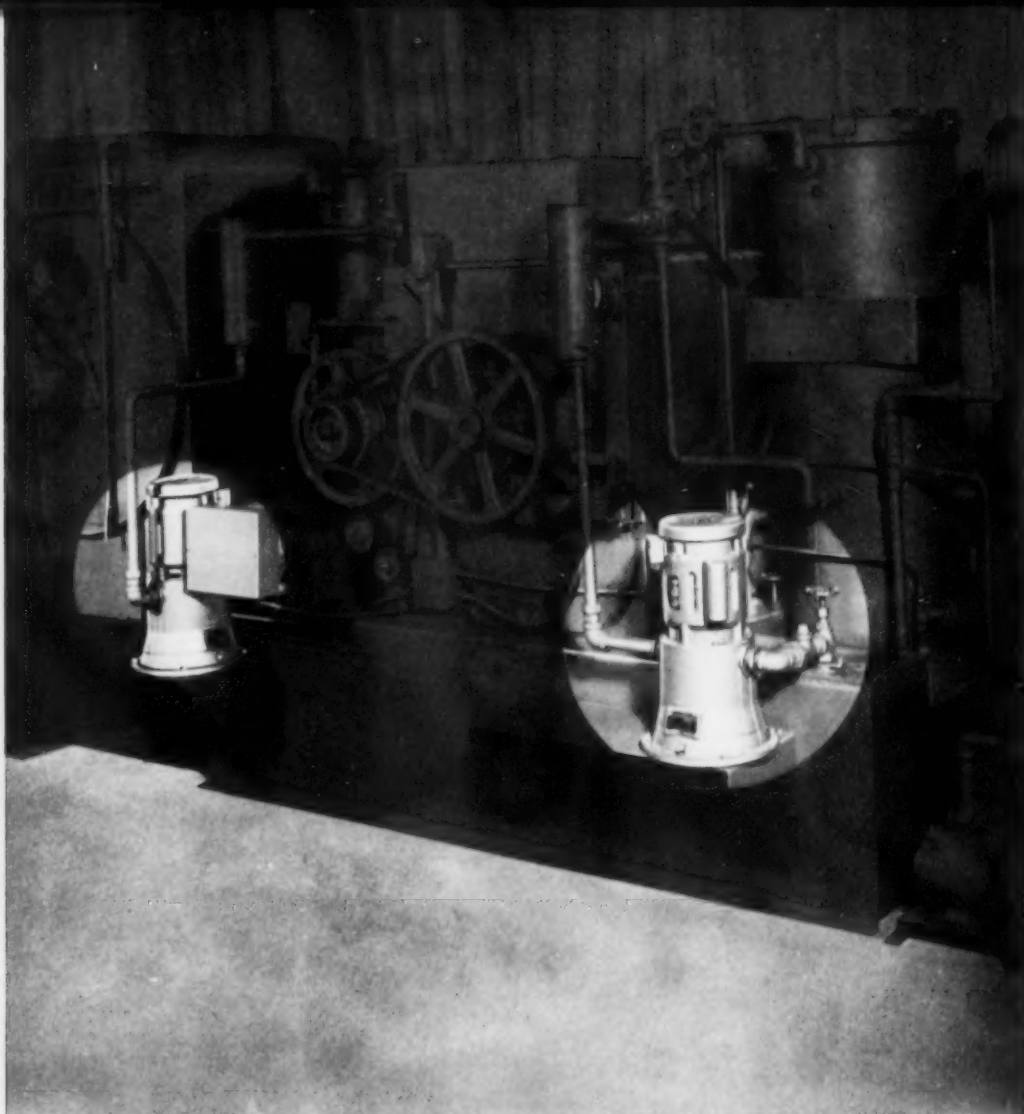
Both plants have the same number of employees: two full-time counter and marking girls, one cleaner, three pressers, one finisher and two assembly-sorting girls. Two of the brothers divide their time supervising the plant and operating the rental service above the Clotone plant. The third plantowner manages the other installation. General offices for both drycleaning plants are in the rental department.

Since the second plant opened several changes have been made in operating procedure. Slickrails of a newer type help speed up production and rotating employees on the job eliminates the need for one girl who formerly marked in drycleaning only. Operating tips are interchanged between the plants to keep both on the same efficient level.

### Tuxedo rental

The tuxedo rental service at the Clotone plant has enabled the plantowners to tap a source of additional revenue which they have used in the expansion of their second plant. They carry approximately \$10,000 worth of merchandise including all accessories needed to complete an outfit. The plantowners own their own inventory and operate the sideline as a separate business.

The Manos brothers are never satisfied with past accomplishments. The area next to the Clotone plant has been recently resurfaced for more customer parking. A shirt finishing unit was installed by moving the call office to the center of the building and constructing a new entrance. The bagging and storage area was rearranged to make way for the improvement. Spending an additional \$10,000 for more customer service assures the plantowners of continued success. # #



**Manitowoc Engineering Corporation standardizes on Marlow Pumps** for all of its dry cleaning machines which include 2-bath and single bath Perchlor, 140°F and 105°F systems. The space-saving Marlow vertical pumps on this Model 140F, 2-bath unit provide quiet, trouble-free dependable operation in large capacity continuous filtration.

## **marlows** are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

**MARLOW PUMPS • MIDLAND PARK, NEW JERSEY**

DIVISION OF BELL & GOSSETT COMPANY • *Factories: Midland Park, N. J., Morton Grove, Ill., Longview, Texas*



**Want to improve your quality?**

**Want to save at least 25% on your soap cost?**

**Want to get at least 15% higher swatch test reports?**

**Want to distill at least 50% less?**

**USE WATER WHITE**

**XXX DRI-SHEEN**



# THE USE OF TRIPLE-X DRI-SHEEN

the charge soap that is not removed by sweetener powders or Activated Carbon, will make these savings for you and at the same time guarantee improved quality! These things are achieved by controlling the condition of your solvent—no more contamination in your charge.

Make Adco prove these things to you in your plant at Adco's expense.

One of our 56 trained drycleaning technicians will call and make an appointment with you to demonstrate Triple-X Dri-Sheen—in 1%, 2% without rinse, or in the 4% charge. No new equipment needed. No time lost and

- Adco guarantees:**
- 1- *Faster movement of garments through plant.*
  - 2- *Better quality.*
  - 3- *Less cost.*

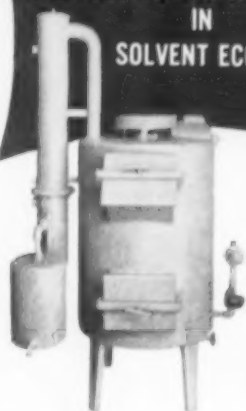
Triple-X Dri-Sheen works perfectly in *all* types of conductivity and humidity controls.

Make us prove it at our expense. To contact the Adco technician nearest you, call today to:

*Adco,* INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908

**A REVOLUTIONARY ADVANCE  
IN  
SOLVENT ECONOMY**



**The  
New  
Pantex**

## PERK-X-TRACTOR

**No other cooker matches its results:**

- A full load cooked in 30 to 60 minutes instead of 4 to 8 hours, and done without attention.
- Solvent comes out fast . . . in a stream, not a trickle . . . proving unheard-of efficiency.
- Recovered solvent is crystal clear.
- As little as 1 lb. steam pressure required . . . no interference with other steam needs.
- Cooked sludge is light, clean to handle, nearly bone dry.
- Perk-x-tractor unloads *itself* . . . mechanically, automatically. No labor needed.

**No other cooker matches its design:**

Perk-x tractor *agitates* the sludge with a motor-driven paddle, while steam passes through it. Low pressure steam rises easily through the mass. Efficiency of solvent recovery is tremendously increased, because the constant stirring of the sludge permits a free flow of steam. The recovered solvent, extracted at low temperature, is crystal clear—and it comes out faster than you have ever seen it come from any cooker! When the job is done, you just turn on the motor and the paddle automatically dumps the cooked sludge into a catch box. It comes out of the unloading door light and nearly bone dry . . . proof that the new Pantex Perk-x-tractor is without equal as a solvent extractor! Write for details today!

**Pantex** MANUFACTURING CORPORATION

Box 660A, Pawtucket 7, Rhode Island

## ASSOCIATION NOTES

**Illinois News Letter:** To keep members informed of its activities throughout the state, The Illinois State Drycleaners Association has launched a news letter. The letter includes notes on legislation, helpful hints on drycleaning problems as well as news of the group's various members. To date the association has published two news letters and reports a favorable response from members.

# #

**Local Meetings:** The South Texas Cleaners and Dyers Association entertained the boys and staff of Boysville at its sixth annual dinner. About 116 persons attended the affair.

A business meeting was held by the South Bay Area (Calif.) Dry Cleaners Association recently.

Oscar Howard, field representative for the NID and field engineer for the Illinois Dry Cleaners Association, addressed the quarterly meeting of the Southern Illinois Dry Cleaners Association.

The Carlsbad (N. M.) Dry Cleaners Association sponsored a picnic for all member drycleaners employers, employees and their families.

Among the guest speakers at a dinner meeting of the Nebraska State Drycleaners Association were Paul Jacobsen, Jim Chisolm and Larry Porterfield. In attendance were 153 persons.

Gene Hoagland of the St. Louis (Mo.) Dry Cleaners Association spoke to the Housewives League in that city. Mr. Hoagland is doing a series on fabrics facts for consumers groups.

A discussion of the advertising program took place at a gathering of the Sudbury Division, Dry Cleaners Institute (Ontario) Limited. At a meeting of the Toronto Division, Merv Keith was reelected chairman. Vice-chairman is Mark Balletto and the executive committee consists of Harry Pearlstein, Bruce Petch, Harry Klammer, Don Lerner and Bill Aziz. Alf Silverman, chairman of the Wholesale Dry Cleaners Association, spoke to the group.

# #

**Maryland Reports:** William L. Browne, NID director of public relations, addressed a dinner meeting of the Maryland Drycleaners Guild. The purpose of the affair was to present

the "Spirit of Service" awards certificates to members for their participation in the State tuberculosis association Christmas seal sale.

The guild has made available to members a group insurance plan, which offers an annual dividend to participants. The plan covers health and welfare, accident and life insurance.

According to a poll taken among members, April-Easter business showed gains over last year's returns. Cleaners report that the increase in garment prices has offset the rise in supply costs.

# #

**Local Elections:** Glen Vanblaricom has resigned from his position as board member of the Nebraska State Drycleaners Association. Succeeding him is Cliff Boline, who will serve for the remainder of the year.

The Monmouth-Ocean County (N. J.) Drycleaners Association has announced the election of Joe Iozia of Professional Cleaners, Toms River, to a second term as president of the association. The group represents approximately 250 plants in the two counties covered by the association.

# #

**Indiana Notes:** The Indiana Dry Cleaning and Laundry Institute has instituted a group insurance plan for its members. A digest of bailee, storage, equipment and contents insurance has been mailed to those interested.

A report on the handling of brushed or napped rayon fabrics has also been sent to members. Identification, drycleaning, spotting, wetcleaning and finishing are included in the coverage.

# #

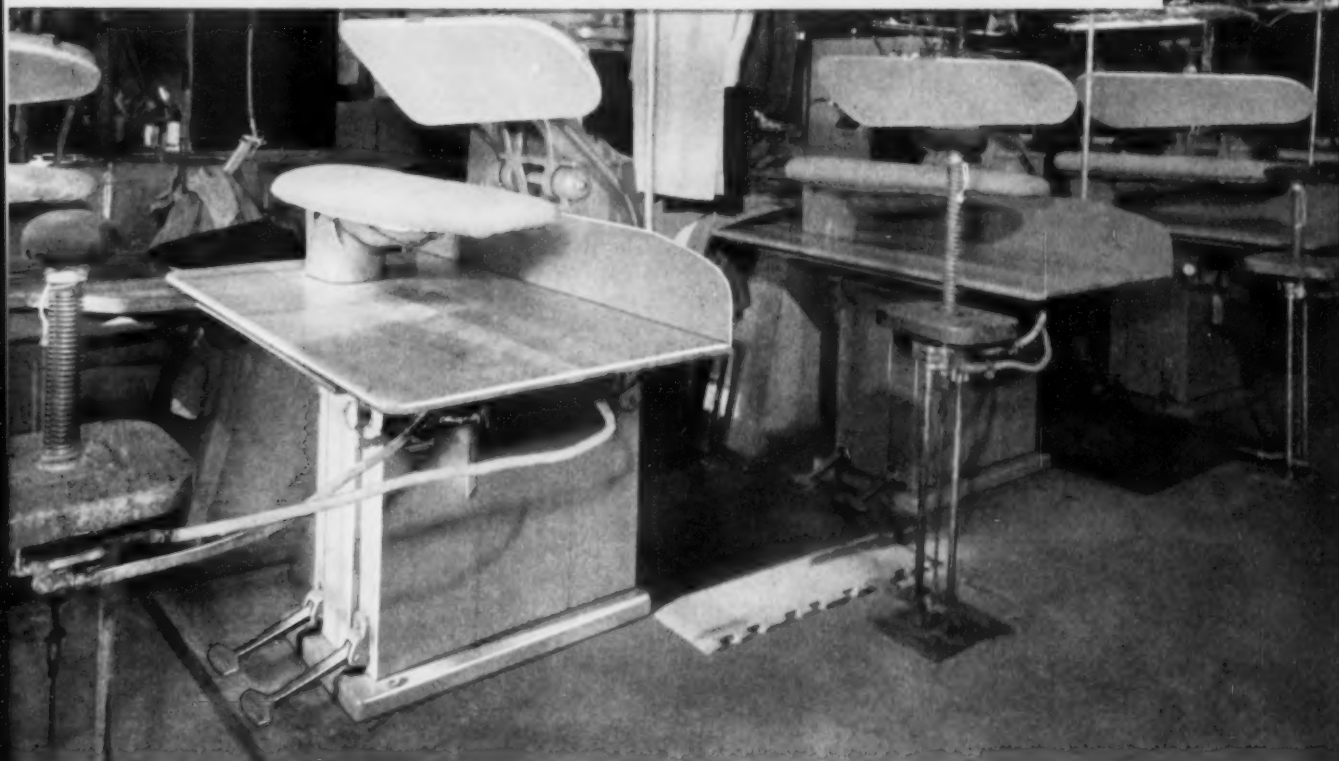
**New Group:** The newly organized South Bay (Calif.) Dry Cleaners Association has installed Cy Bowen as first president. Tom Jones will serve as trustee. The group represents cleaners in Lomita, Torrance and South Bay.

A new division at Sault Ste. Marie has been announced by the Dry Cleaners Institute (Ontario) Limited.

A new group called the Pikes Peak Dry Cleaners Association, Inc., has been formed in El Paso, Colo.

# Pantex AUTOMATIC Hydro-Air Presses

get old-timer quality from your newest help



Charles Gillen, Beacon Laundry,  
Culver City, Cal., says:

"We have found that they do more than a satisfactory job. They are especially suited for our type of operation because we employ women pressers. It cuts their training time down to a minimum and they are able to meet their production quotas in a very short time. The quality of finishing that these presses produce is simply wonderful! When conditions permit we will gradually replace all presses in our Drycleaning finishing department with Pantex Hydro-Air presses."

Here are just a few of the features that make Pantex Automatic Hydro-Air drycleaning presses such a stand-out value:

- Automatic head steam and vacuum — cuts operators' training time to a minimum.
- Quiet, smooth operation — no rattles or bumps to slow down production.
- Oscillating head — assures perfect contact over entire buck.
- Fully enclosed frame — easy to keep clean.
- Single, compact double-acting air cylinder — saves space, cuts maintenance.
- Heavy, welded steel frame — for years of trouble-free service.

MAIL THE COUPON TODAY FOR MORE INFORMATION

**Pantex** *Hydro-Air*

AIR OPERATED DRYCLEANING PRESS

PANTEX MANUFACTURING CORPORATION  
Box 660 A, Pawtucket 7, Rhode Island

Send me booklet about Hydro-Air Presses

Name & Title \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_



LARGE SIGN in call office emphasizes personalized cleaning. Careful planning produced attractive interior as well as good layout

## Consider These Five Points When Selecting a New Plant Location

Plant scores immediate success  
through careful market research

By RICHARD VINOCUR

TWO POLICEMEN had to direct traffic when Best Ever Cleaners opened its new drive-in plant in New Canaan, Connecticut. Traffic was heavy and groups of pedestrians even heavier when this New England plant opened its doors.

Few plants have the type of turnout that rings the cash register for \$1,200 worth of sales on the first day of business. But we're ahead of our story which starts many months back.

Harold Raclyn and Herbert Zavidow, owners of Best Ever Cleaners in nearby Greenwich, decided to capitalize on their name in a new location. They had surveyed several small Connecticut towns and had found New

Canaan to be an up and coming community. The town's population had doubled over the past few years. There were several drycleaners already established but all were relatively small.

The two men then left their names with a real estate broker in the area in hopes of finding a location that suited their purpose. Mr. Raclyn pointed out that he had several qualifications for an ideal spot:

1. The site should be near a large supermarket.
2. It should be on the outskirts of town but not so far out that it would be difficult to find.

3. It should be near the railroad station.

4. It should have ample parking space.

5. Traffic in the vicinity should be slow moving.

New Canaan, it was found, had a shopping population of 25,000, including the six other surrounding communities.

When a broker did contact Mr. Raclyn, he had exactly what Best Ever was looking for. The building was formerly a bus station, located between the railroad station and a supermarket on the edge of town.

Parking space for 70 cars was avail-



able with space for 450 cars at the supermarket. The street forked into dead ends, but four factories were located at the fork. Thus, about 2,000 employees and all shoppers at the supermarket had to pass by the new plant both coming and going.

A 20-year lease was obtained with option to buy after 10 years. Plans were made to remodel.

#### Building modernized

The bus company was very cooperative in redoing the building according to Best Ever's specifications. The ceiling was raised, extra windows put in and an entire new front was constructed.

Cost of equipping and decorating the renovated building ran \$80,000. The plant measures 48 feet by 140 feet, of which 110 square feet are devoted to the call office, and has the newest equipment. Among the machines are a 60-pound synthetic cleaning unit, four air presses, a three-girl shirt unit and a 50-pound washer-extractor.

While the remodeling was in its final stages, Mr. Raelyn followed through on his preplanning campaign. He set up an advertising schedule which called for full-page ads in the local weekly newspaper announcing the new plant. The ads were spread over a six-week period. Direct-mail pieces were distributed to 5,000 residents of the community.

#### Variety of giveaways

Mention was made of various gifts and gimmicks to be featured at the grand opening. Ball-point pens were given away to the first 500 customers. Steak knives were presented with every \$1.50 order and there was no limit placed on how many knives could be acquired.

Because Mr. Raelyn feels it is important to cultivate children, plans were made to attract the kiddies. Balloons and lollipops were given away, although it is plant policy to do this year round. To top off the whole program, arrangements were made with an advertising agency to have "Gyro" the robot present at the opening. A man wearing the costume of the robot talked to the children through a mike, handed out gifts and symbolized the fact that this plant was "out of this world." The mask of the uniform of the robot was made so that the person wearing it could see out but the children could not see in.

Aiding the robot in handing out the gifts was another person dressed as Donald Duck. Thus, the combination of the gifts, the robot and Donald Duck caused the large turnout on

opening day and the need for the two policemen we spoke of earlier.

But Best Ever hadn't finished with preplanned promotions. The direct-mail pieces spoke of giving away such gifts as a toaster, a bicycle, an electric shaver, a clock radio and a rotisserie.

Boxes were inserted in the call office and anyone could register for the drawing that was planned three weeks from the opening day. Arrangements were made with a selectman of the community's government to make the drawing. So much enthusiasm was created over the new plant that, even

though a person did not have to be present to win a prize, over 400 people of the community turned out for the drawing.

Including the gifts for the drawing, the entire promotion ran \$2,500.

Probably proof of the need for such a cleaning plant, authenticity of the research findings of the community and success of the preplanned promotion was the opening-day volume of \$1,200. The first week in business the plant hit its break-even point with a \$2,400 volume total.

Evidence of customer satisfaction,

# 2 of the Economy, Accuracy, Efficiency Stars

## ON THE "PRE-MARKED" HIT PARADE



**1 PRE-MARKED STRIP-TAGS**

Cut marking and checking costs to **ONE-HALF**...400 color combinations...1000 strips to a box, 6 tags per strip, numbered 1 to 1000. Only \$3.30 box (white), \$3.50 (colored).



**2 SAV-WAY Piece-Count System**... So easy to use! Only 59¢ per 1,000 tags... Choice of 10 - colors, Piece numbers 1 to 8 in each color.

**Piece Numbers** identify the number of pieces in order

**Customer's number**

**Unit number**... to identify stores, lots, drivers, etc. Numbers 1 thru 12 in stock.



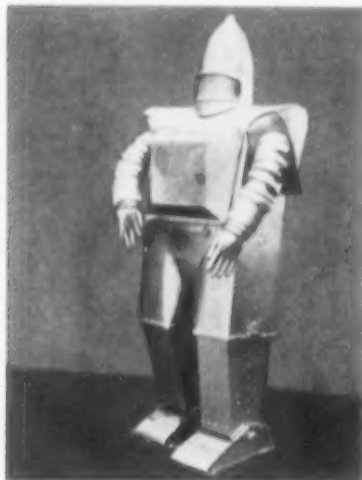
See our whole money saving line

Consult your Jobber or Write **PRE-MARKED STRIP-TAG CO.**  
3232 India St., San Diego 12, Calif.





**NEW BRICK FRONT** gives building neat and modern appearance. Bus company cooperated in following Best Ever's specifications in remodeling the plant



**ROBOT**, hired through an advertising firm, helped draw crowds to opening ceremonies



**LOW SHELF**, lean poles and shadow boxes call attention to sidelines



**PLANT IS SPACIOUS** and well lit making for comfortable surroundings and pleasant working conditions. Because the Best Ever plant was formerly bus station, old garage doors provide much window space

Mr. Raclyn believes, is the fact that the plant has had only one do-over in the first month of operation. Best-Ever's slogan, printed on all packaging, is "The best in care for what you wear."

Mr. Raclyn, now that the plant is off to a flying start, has made plans to keep the sales and goodwill skyrocketing along to higher levels.

A consistent advertising schedule in the local weekly has been arranged. He has contacted schools in the area to conduct tours through the plant for groups of students interested in the drycleaning business. Following his belief in cultivating children, he has made arrangements with Scout groups for tours through the plant, with the theme of cleanliness in growth.

#### **Hours suit customers' needs**

Another feature of the operation geared to create goodwill and increase volume is the fact that Best Ever's store hours are set for the commuting public. The plant opens its doors at 7:00 a.m. for those taking early trains and closes at 7:00 p.m. to allow those getting home late to bring in their garments.

One pleasing aspect of the early growth of the plant was the immediate response to the Best Ever shirt service. Mr. Raclyn had placed two girls on his shirt unit that was designed for three workers. But shirt laundering was accepted so rapidly that he had to put on the third girl within a month of the opening. The first week the plant did 2,100 shirts and Mr. Raclyn believes that in several months the figure will double so that he will soon be reaching the capacity of his unit.

The plant employs 10 persons besides the two owners. Two girls on the shirts, two call-office salesgirls, a cleaner and spotter, a hand finisher, two rough pressers, one girl who fills in gaps where they occur and the plant manager comprise the working force.

#### **Pleasant atmosphere**

The plant itself provides pleasant working surroundings. Large fans are inserted by all windows so that warm air is drawn out and cool air blown in. Many windows and strip fluorescent lighting keep the plant bright.

The call office is modern and spacious and the large windows allow passersby to see the activity in the plant.

Thus, by making a plan of attack and presenting it properly, Mr. Raclyn and Mr. Zavidow have established a well-run and profitable operation and at the same time provided a needed service to the community. # #

**NATIONAL CLEANER & DYER**

You'll be  
ahead with  
these  
Warco Products.



### TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

### SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.



### ALL-COLER BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

### PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



### BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.

### SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



### W. D. P.

W. D. P. is Warco's Wet and Dry Pre-Spotter. Excellent on the wet side, dry side or when using a combination of both. Forms a clear emulsion. Free water rinsing. Compare W. D. P. with any other pre-spotting agent. By the gallon or case of 4.

### CETIC-X-SOUR

A modern concentrated, odorless sour that bleaches stains, rust and corrosion in the souring process, and requires no rinsing. It is closer to the neutral point than glacial acetic acid and costs about one-third less. Safe to cellulose. By the gallon or case of 4.



SEND FOR OUR  
FULL LINE BROCHURE

ORDER FROM  
YOUR JOBBER TODAY



STORE SUPERVISOR'S office is located in rear of Harrison Street store which also has concealed desk (foreground) for storelady to sort tickets.



## How To Reduce Sales Costs in Stores

Plantowner utilizes waste space for garment storage and warehousing to cut overhead

By WILLIAM R. PALMER

WHAT CAN BE DONE in branch stores to lower their operating costs? Many owners are confronted with high selling expenses or rentals. Archie Swan at Scotch Cleaners and Laundry in Topeka, Kansas, has found several answers.

Mr. Swan has considered activating a couple of his stores, but has decided against it. He feels production equipment often involves higher cost for the store space than do some other ways of using it. Archie also finds equipment in branch stores to be wasteful and less flexible in the use of labor. Sales and production work can rarely be done well by the same person. He makes an exception of marking, assembly and bagging.

### Storage is one answer

Scotch Cleaners and Laundry has four branch stores. The sales clerks'

functions vary with each outlet. Here is what happens:

The largest store, at Gage Boulevard on the edge of a prosperous section of town, measures 1,800 square feet. This includes a double-tier storage vault that covers 540 square feet. The vault door faces customers as they enter the store. Box storage has filled the vault, and an additional 250 square feet may be added at the rear of the store.

A long, narrow space along the side of the vault remains for will-call storage. Two 25-foot racks have proved not enough to handle the cleaning. So a mechanized rack was set along one wall, which increased storage capacity 50 percent. This was possible because the mechanized rack needs no extra aisle.

This rack works well with one person, although with two or more people there would be too much waiting

for each other. A foot pedal at either end of the rack moves it around. As she bags, the saleslady hangs the orders alphabetically on a short stationary rail. Then when ready she transfers them all to the mechanized rack while it makes but one complete circuit.

The woman at the Gage store does her own marking, assembly and bagging. Half her wages are charged to production expense. During most of the year she also handles occasional items moving in or out of the storage vault. The shuttle driver lifts or moves heavy orders for her when needed. In the storage season a college boy comes in from 3:00 to 7:00 p.m. and all day Saturdays to take over the storage department.

### Warehousing is a solution

Marking and assembly are also done in the second branch, the Seven-

# BIGGER *capacity*

# *dries* FASTER



Among all dryers on the market, the big, dependable "work-horse" is the HUEBSCH "42." It is 42" in diameter and 42" in depth . . . and its huge capacity (80 to 100 pounds dry weight) doubles the capacity and output of a conventional 36" x 30" tumbler! The HUEBSCH "42" provides faster, more efficient drying at amazingly low original, operating and maintenance costs. Operates with very little steam and little electricity (it uses only a 1½-HP motor). If you have a large-volume drying problem (as most plants do these days) get the facts on the HUEBSCH "42." You'll be glad you did!

**HUEBSCH MANUFACTURING CO.**  
3775 N. HOLTON STREET  
MILWAUKEE 1, WISCONSIN

*Made by the world's largest manufacturer of open-end drying tumblers*

# HUEBSCH "42"

## OPEN-END TUMBLER



STORAGE VAULT is located at Gage Boulevard store. Mechanized will-call rack makes efficient use of long narrow space at left of vault



WAREHOUSING IN BACK of two other stores. Note open counter and partition designed to prevent cramped feeling in small sales areas



SALES CARDS ARE FILED in each office by forcing keyhole slot at bottom of cards over bar on card rack

teenth Street store, with the same split in costs charged. This store has 800 square feet, with an annex containing 360 square feet more opening onto an alley. The annex is used to store all laundry supplies (and only laundry supplies).

Branch-store marking is done only at the Gage and the Seventeenth stores. The last pickup from these stores is around 4:30 p.m. each day. It usually reaches the plant after the marker has shifted to assembly. Hence several hundred pounds of cleaning are ready for the washers first thing each morning, without holding the plant marker for work that dribbles in late. No laundry is marked at the branch stores.

#### Another type of warehouse

The Tenth Street store, the third outlet, is also a warehouse, for everything but laundry supplies. Here sales are a somewhat minor function. Sales space is only a third of the 1,600 square feet used. Space at Tenth is also provided for unclaimed-garment storage and for filing old invoices and sales stubs. Because the salesgirl at Tenth has considerable clerical work, as will be explained later, she does not mark or assemble cleaning. Half her time is charged to office salaries.

The Harrison Street store, the fourth branch, is a downtown location for Scotch Cleaners and Laundry. The saleslady at Harrison also does clerical work, but all her time is charged to sales. This is because the store supervisor spends three hours daily behind the Harrison counter to help out during rush hours. It is simpler bookkeeping to charge off one person's full time to sales than to split the time of two people.

#### Supervisor's office helps costs

An office for the store supervisor is included in the 1,300 square feet at the Harrison branch. Justification of invoices and receipts begins here, then they pass on to two other stores.

Here a word about the Scotch invoice setup may make more clear this division of clerical duties. Separate invoices are used for drycleaning and for laundry. Each consists of an original or customer's copy that is white for cleaning and green for laundry; a production copy that is yellow for drycleaning, pink for laundry, and a final hard-paper copy that is a different color for each of the stores.

The hard-paper copy is perforated across the middle to provide a customer's receipt at the bottom and a "sales stub" at the top. The carbon paper between the production copy



*Is residual odor your problem?*



## **SHELL SOL 105**

for most  
dry cleaning systems



## **SHELL SOL 140**

where high flash point  
is required and where  
low odor is important

**BOTH** are approved and listed  
by the National Institute of Dry Cleaning  
and Underwriters Re-Examination Service

### **SHELL OIL COMPANY**

50 WEST 50TH STREET, NEW YORK 20, NEW YORK  
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



and the hard paper is only half length. It transmits the customer's name, address, mark, instructions and promised date to the sales stub, while leaving the receipt unmarked. Since they are the same color in a given store, cleaning and laundry receipts are so labeled.

When cleaning or laundry is received by a store girl she fills in the necessary information on the invoice and pulls off the hard-paper section. The receipt is torn off and handed to the customer. The sales stub is filed in numerical order on a card rack. Removal of the receipt opens a key-hole slot at the bottom of the sales stub. This fits over a rod in the card rack.

Original and production copies go to the markers with the work, and thence to assembly. Assemblers remove the production copies before attaching the originals to the completed orders. The production copies are collected and totaled or "taped," so that Mr. Swan knows his production volume as well as his sales at the end of each day. (Costs of the Scotch operation are figured against production to give a truer picture of efficiency.)

When a customer has claimed dry-cleaning or laundry the customer's receipt is matched with the sales stub. Then the receipt is torn and discarded, while the sales stub is put in the register drawer to be turned in with the cash.

If the customer has no receipt, he or she writes her name and address on the back of a sales stub. The girl who totals the sales stubs also date-stamps them. Thus, if a customer presents a receipt for which there is no sales stub in the store card rack, the store girl can phone the Tenth Street store and find out when and by whom the order had been picked up.

#### Cash control explained

Now, back to the Harrison Street store. Here the store supervisor checks cash sums turned in by the stores against the totals of the sales stubs accompanying the cash. Since the driver makes at least five round trips a day between all the stores, there is a steady trickle of cash and stubs into the Harrison Street branch, and out again to the bank. Therefore no large and tempting sum of money is likely to be in either stores or truck at any one time during the day.

The driver also brings all production copies of the invoices to the Harrison store. Here the saleslady separates them according to stores and runs a tape on each store's production invoices. These invoices are next taken to Seventeenth, where they are

put in numerical order, and then forwarded to Tenth. Meanwhile the sales stubs were sent directly from Harrison to Tenth, where they are also put in numerical order.

Finally, at the Tenth Street store, sales stubs and production copies are matched and stapled together. They are filed away in boxes for at least two years. At frequent but irregular intervals Arch Swan or Scotch's accountant, or both, will pick up a handful of unmatched production invoices from Tenth and check them against orders on the bins or racks in the various stores.

#### More flexibility

One other function is performed from the stores, that of producing bulletins and direct-mail pieces on the duplicating machine in the Harrison Street store. This is one of those comparatively small and variable chores that can be switched about anywhere there happens to be space and personnel available. In fact, the mailing pieces can be produced in the Harrison store, then split up among all the branches and the plant store for all sales personnel to prepare for mailing.

A further aid to flexibility among the branches has been to relieve them of returning storage orders. Basically Scotch Cleaners and Laundry is a cash-and-carry operation. The one exception is delivery of all storage orders, unless requested otherwise by the customers.

One full-time salesperson is in each of the branch stores. They work from 7:00 a.m. to 4:00 p.m. Then from 4:00 until 7:00 p.m. each store is

attended by a college student, either girl or boy. These students also tend store all day Saturday.

The workload is light during these "student hours" and the students are expected, even encouraged, to try to get all their studying done during their work periods. Mr. Swan believes that study conveys an attitude of earnestness to student attendants that they lack when killing time on the job with reading, gossip or daydreaming. Also, if their time outside class and working hours is free from need to study, they make happier and steadier employees.

These students are expected to catch up the loose ends on the side-work left over by the regular salesladies. However, there is little of this except during the spring season.

#### Time-tested answers

The system of operating these four branches has definitely had time to prove itself. The oldest store is now 5 years old, and the newest 3½. In addition to factors already mentioned, Mr. Swan likes the fact that not all his sales eggs are in one basket. He also feels more people are exposed to Scotch services with four small widespread locations than are likely to come to one big location.

By spreading non-sales functions among the stores he has kept the sales cost equal to or below what it would be in a single large setup. These non-sales functions can be expanded or contracted at a moment's notice in each branch store to suit changed conditions, whether temporary or permanent.

Finally, Mr. Swan has been able to increase plant production capacity at least 20 percent at a very modest cost. This capacity uses space formerly devoted to jobs now handled in the branch stores.

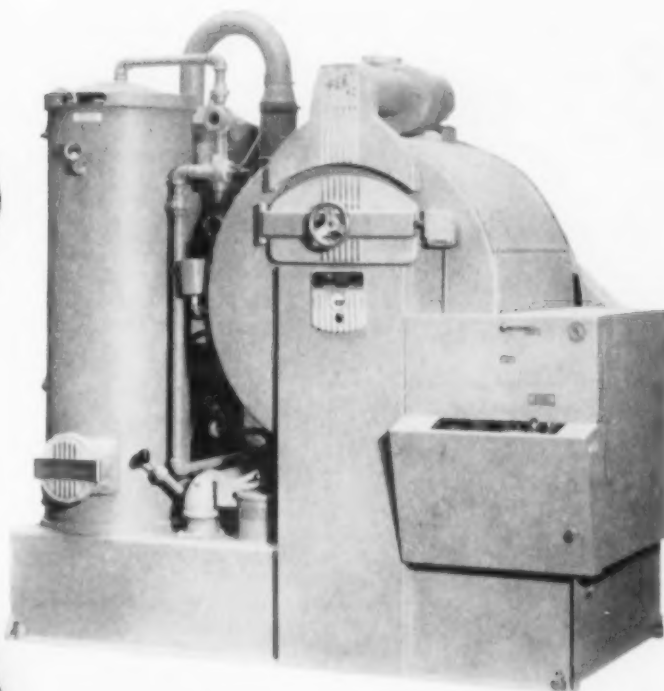
The difference between rent now paid for the four branch stores and the rent that might have been paid for smaller stores for sales use only is much less than would be the annual cost of an addition to the plant. This addition would be needed to house all the non-sales functions now farmed out to the branch stores.

Also, because he can use whatever space was available in good locations, Mr. Swan has been in a fairly good bargaining position for setting rentals.

"You might say that we really do have a form of activation in our branch stores," Archie Swan commented. "Except for the storage vault, perhaps, it isn't the kind of activity that impresses customers, but it sure does impress our accountant!" ■ ■

The image shows a four-part invoice form for "Scotch Cleaners and Laundry". The form is divided into four horizontal sections. The top section contains the company logo and name, along with a phone number (5-2333). The second section is for customer information, including Name, Address, and Phone. The third section is a table for itemizing services, with columns for Description, Price, and Total. The bottom section contains a "TOTAL \$" field and a "PAID TO" field. The form is designed to be used by the customer, the store, and the accounting department.

PROCESSING of four-part invoices is divided among stores, according to time available to personnel.



Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

# mercury numatic\*

\* Fully automatic . . . air operated valves

## PERCHLOR AND PETROLEUM

35-lb. and 44-lb. units

36-lb. and 48-lb. units

The cost of fully automatic cleaning in the Mercury Numatic is 10¢ to 15¢ per load . . . 40 hour week . . . based upon allowable depreciation schedules. Mercury units are available on monthly payment terms or on a LEASE BASIS, with purchase option.

- Completely automatic; for single or two-bath cleaning.
- 2000 GPH Monel tubular filter with 4-way backwash valve and air-sludge-drying.
- MARLOW self-priming centrifugal pumps mounted on tank.
- Full 3" Quick Dump Line . . . to handle FASTER solvent flow . . . fewer re-runs, less spotting.
- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

## 4400 SUCCESSFUL MERCURY OWNERS

Many use two units for better load classification . . . and added volume

**MERCURY** CLEANING SYSTEMS, INC.



1817 Benson Avenue, Evanston, Illinois • DAVIS 8-0710

# A New Look in Shirts

*Semi-flat collar fold and transparent bag eliminate usual packaging devices, offer fresh sales approach*

By HARRY YEATES

This article was first offered in the June issue of *Starchroom Laundry Journal*. Because of the intense interest it created we are reprinting it here for the many drycleaners engaged in shirt laundering.

MEN'S SHIRTS, dress or sport, remain one of the backbones of the professional laundry industry. And any time something new in the styling, manufacture, wearing or finishing of shirts appears on the horizon, professional laundrymen should be aware of the possible far-reaching effects on themselves.

We were intrigued by new equipment demonstrated for the first time at the National Institute of Drycleaning exhibit in Atlantic City last March. Frankly we look with favor on *anything* that will put in the hands of the laundryowner something new to sell, merchandise or promote. As we saw it, the new method of finishing and packaging shirts might be one of those.

Consequently, we set out to pin down results to date with the semi-laydown collar, or laydown collar, if you prefer, as seen at the recent show.

Departing from our usual method of presenting material in our editorial pages, we will give in detail a descrip-

tion of the newly devised equipment, now being manufactured by at least two allied trades firms. Ordinarily, we do not stress commercially manufactured equipment, and we do not intend this preliminary report on a new development to be an endorsement by STARCHROOM of any manufacturer's equipment. However, highly detailed information is necessary if our readers are to fully understand how sales and consumer reaction as well as production techniques are affected by the new shirt folding and packaging method.

We ask you, then, to read on with the knowledge that our interest is solely in the shape of shirts to come—and their production in the professional laundry.

The equipment around which the new look in shirts revolves resembles a regular automatic folding table but the electrically heated collar former makes the difference. It is possible to buy a folding table in which this feature is standard equipment. Or laundrymen may convert their present tables by purchasing the heated collar former as a unit.

The collar former we investigated is made of four blocks—two side blocks and one at front and rear—which expand and contract automatically to fit standard neckband sizes for all styles of business and sport shirts.

The heated blocks shape and set the collar in a triangular form so that

the back of the collar lies back while the collar points slope forward to rest naturally on the upper bosom.

The collar is shaped so as not to "break" when shirts are stacked one on top of another. They should, in fact, have enough resiliency to spring back when pressure is relieved.

The heat of the blocks can be regulated to meet various conditions of fabric, moisture content and operator speed. The blocks are, furthermore, thermostatically controlled to insure safety and quality and to maintain production.

Once the shirt is folded, the blade is lifted and an envelope slipped over it. Then the shirt and the envelope are removed together.

The unit can be used to fold and form both business and sport shirts in the same manner without buckling the area near the top button or creasing the collar. The final result is a finished and folded shirt that looks like one right off the dealer's shelf.

## Good sales aid

One of the obvious advantages that a plant equipped with these folding units has is that it gives sales personnel something new to talk about in its dealings with both current and prospective customers. The themes of "service and quality," while important, are too often meaningless and have been overworked to the point of

SPORTS SHIRTS are packaged like business shirts. Finished product compares favorably with brand-new shirts



HEART of the new packaging method is the heated collar form set in an automatic folding table







**MODERN  
garment  
handling  
builds your  
profits**

## DIALAMATIC CONVEYOR

**Saves Time**—Dialamatic delivers garments to the counter in seconds. Your attendant stays with the customer, eliminating annoying delays caused by searching for garments.

**Saves Space**—39% more orders handled in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space.

**Boosts Sales**—Efficient, modern garment delivery is a big plus in customer relations . . . instills confidence in your over-all operation. Dialamatic attracts customers into your place of business.

## DIAL AND DELIVER

As easy as dialing a telephone . . . and faster! Just turn the dial to the order number and there it is . . . the complete order at your sales counter in seconds.



**DETREX CHEMICAL INDUSTRIES, INC.**

Dept. JLC-70

Box 501, Detroit 32, Michigan

Send me more information on the Dialamatic Conveyor and how it can boost my sales.

NAME

COMPANY

ADDRESS

CITY  ZONE  STATE

**DETREX** CHEMICAL  
INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN



being trite. The semi-flat-fold collar gives the salesman the chance to show a real difference and invites the customer to make comparison.

Some of the other selling points used by the advocates of the semi-flat fold are: They take up less space in bureau drawers; the natural neck shape with the shirt hugging the back of the neck instead of clutching the throat; collar buttons are easier to grasp; the tie slips easier when tying; the collar points lie flat; less material to handle in unpacking the shirt, etc.

So far as production is concerned, the plant using this new equipment may, if it desires, dispense with shirt boards, collar supports, shirt bands and other devices used to protect and "beef up" the finished product.

And it would appear that the folder's task would thus be simplified, enabling her to fold more shirts in the same time. This is borne out by the experiences of one Illinois plantowner who now packages his shirts in a clear-front envelope with none of the usual accessories. By putting the envelope over each shirt while it was still on the folding blade, he found this procedure required approximately half the time formerly needed to position board, band and collar support. Until the new method was adopted, the operator performing this function always had a stockpile of shirts waiting to be folded. Now the same operator has to wait for the finishers to catch up with her.

One plantowner who has an automatic folding table for stand-up collars and another table equipped to give a semi-flat collar produces a total volume of 6,000 shirts per week priced at 26 cents each. He observes that the cost of cardboard shells has already been reduced at least 25 percent since the semi-flat-fold equipment was installed. Reason for this:

the semi-flat shirts take up less space. Where eight business shirts with conventional collars require a shell 12 inches high, the same eight shirts with the semi-laydown collar need a shell only 8 inches high.

The same plantowner estimates that the space formerly required to store finished work—sorting bins, store shelves and delivery trucks—can be reduced by one-third.

The extent of savings depends on two things: (1) how the shirt was formerly packaged, and (2) customer reaction. One cannot overlook the fact that the envelopes—be it cellophane, plicofilm or plain bag—which makes it possible to eliminate some of the shirt devices, do cost something in themselves.

One laundry manager in Indiana, who tried the semi-flat unit on three of his folders, likes the new system because he feels he is giving customers better quality. And he saw the possibility of saving several thousand dollars in packaging costs annually. But on surveying part of his market he found customer opinion was divided. Half liked the new package and the other half favored the old.

In this case, the plant had for many years used a very elaborate shirt package. It consisted of a 4-inch shirt band done up in three colors, a shirt board, colored collar support—all heat-sealed in a diamond cellophane sheet. (The plant averages 14,000 shirts per week and the base price is 28 cents.) Compared to all these accessories, the new package, says the plant manager, "looks quite stark." The plant is still using the semi-flat collar molder but all the previous packaging accessories have been returned to use because the customers like it that way.

Two other plantowners in a neighboring state conducted similar cus-

tomers preference surveys and in both instances the majority of those responding favored the change to the semi-flat collar form.

One operator whose five trucks serve the North Shore suburbs of Chicago distributed 1,000 questionnaires as bundle inserts in each package of "new look" shirts. He wanted to get customer reaction before converting his packaging policy completely, found that 97 percent of the replies were all for the change.

#### New care for sport shirts

Perhaps the greatest difference in shirt packaging is noted in the handling of sport shirts.

In the plant mentioned above, about 10 percent of the shirts received are sport shirts. These were all previously folded on a third table over a wide cardboard shaper. The collar was laid flat with the top button open in a V-shape. The creases at the sides of the collar and in the neck area tended to show when the customer wore the shirt buttoned up all the way.

With the new collar molder attachment, sport shirts and business shirts are formed the same way. And collar style doesn't make any difference. The operator's procedure is the same with the semi-flat as it was with the stand-up collar fold. The new attachment has not necessitated any change in method or training procedures.

The only difference noted was that some operators prefer to add a sheet of paper as backing to give soft shirts more body in the package. Just how long such a package can stand on end without sagging or buckling is questionable. But at this writing it doesn't seem to be one of great concern to the consumer. And it is the consumer, after all, who has the final say in these matters. □□

SHIRT ENVELOPE is slipped over loaded folding blade. Shirt is returned to customer without usual supports



COMPARISON TEST dramatizes that semi-flat collars take up less space in package, suitcase and bureau drawer



Get  
off the  
SPOT  
with...

# CALED'S Spray Spotter

**Go Modern—Spot the Easy Way  
WITH THE GREATEST LABOR-  
SAVER OF THEM ALL!**

**IN GOES  
DIRTY  
WORK**



**OUT  
GOES HAND  
SPOTTING  
...wetcleans**



**UP GOES  
YOUR  
PROFIT**



**DOWN GOES  
TIME-LABOR  
COST**



**ONE  
SHOT  
SPOTTING  
...it's so  
easy!**



Use Caled's Spray Spotter and spray away wetcleans—spotting—rings. Spray Spotter does the work of old-fashioned, time-wasting methods of spotting—easier and faster... works equally well with all types of solvents... all charge systems... and all spotting tanks. No skill required—simply brush or spray. You'll like the way Caled's Spray Spotter helps you reduce handling, save time and speed work through all departments. No wrinkles... no color change. Just smooth, clean garments all ready for your finishers.

## **HERE'S HOW TO GET YOUR WORK OUT FASTER AND EASIER!**

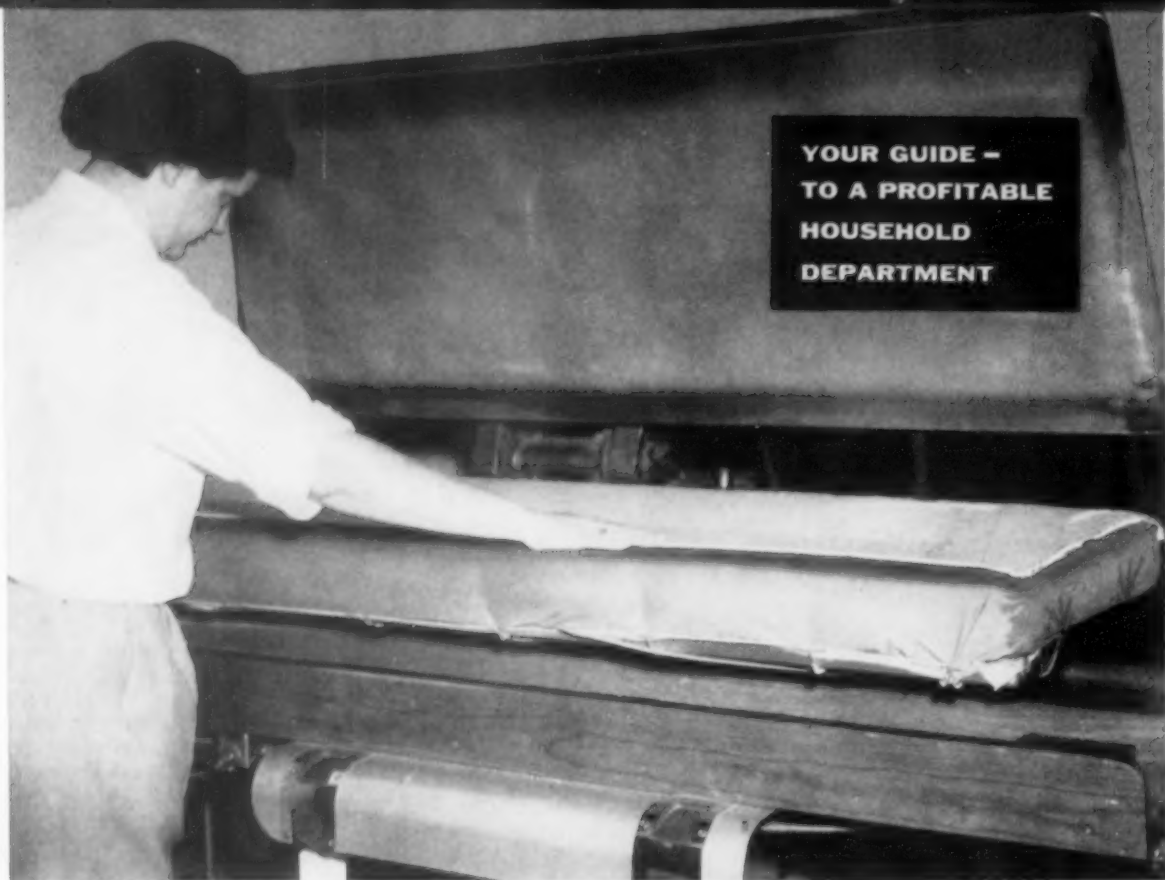
Just mix 1 gallon of Caled Spray Spotter into 4 gallons of water in any spraying tank. Spray this stock solution on dirty pants, sport shirts, dresses, skirts, rainwear—anything you would normally wetclean or hand spot. Throw them right back in the drycleaning wheel with your next dry soap run.

If you have no tank, brush Caled Spray Spotter over the soiled area and rinse out in the charge solvent.

**Order your supply of Caled Spray Spotter from  
your jobber now!**



**CALED PRODUCTS CO., INC.**  
BRENTWOOD, MARYLAND



DRYCLEANED CURTAINS are finished speedily on large drapery press. Finished portions are drawn toward operator to rest on apron of press

## PART TWO- How To Finish Curtains

By LAURA PORTERFIELD

CURTAINS CAN BE one of the most lucrative items processed in a cleaning plant. One reason is that there is little competition for this work. Many plants cannot or will not be "bothered." Yet, curtains are relatively simple to handle and offer a high profit to the cleaner.

Plants doing this work successfully have learned that acceptable results are dependent upon everyone in the organization. This starts with the route salesmen and counter girls on down to the final inspection and packaging.

For example, the salespeople must be instructed to check all curtains carefully in the presence of the customer. Weather-wear and small holes should be noted at that time. If wetcleaning is to be done, a signed release should be obtained. That this release has been obtained should be noted on the marking tag. It saves valuable time for the cleaners and spotters, and for the invoicing department, too. In no case should wetcleaning be done without a release from the customer.

The marking department or the

curtain finisher should measure all curtains before processing. This is especially true when wetcleaning is involved. Many will not shrink or get out of shape. But to put them on the stretcher, some measurements must be available.

Measuring can be done in many ways, but the simplest is to install a permanent ruler, about 100 inches in length. This can be secured to the edge of the marking table, or some similar handy spot. If the rule is fixed to some surface, the operator's hands are free to handle the curtain. A cloth tape should not be used for this purpose.

Whoever does the measuring should follow a standard procedure. It is recommended that the width be figured first, then the length. Curtains with ruffled edges should be measured just to the edge, not including the ruffle. The ruffle is not figured since it

has no bearing on the portion of the curtain to be placed on the stretcher.

The dimensions should be shown on the marking tag. Marked simply as "30 x 72" would indicate a width of 30 inches, for example. It is good practice to keep a record book, showing the identification number, dimensions and date of processing. Some plants also make note of special handling. This would include cases where a curtain had to be left narrower, because of fiber weakness that might cause it to tear when placed on the stretcher.

### Dryclean or wetclean?

Processing naturally depends upon the fibers in the curtain. Fabric identification has been fully discussed in the recent "Fabric Facts" series in the NATIONAL CLEANER & DYER. Suffice it to say that practically all curtains can be drycleaned, although in most cases better results can be obtained with wetcleaning.

*Continued on page 74*

## In actual road tests . . .



**Dodge won top honors** in test after test between comparable models of all three low-priced trucks. Special high-speed camera records actual finish of hill-climb test. From a standing start, test crews raced all three trucks up a 32% grade. Dodge was *first* by five lengths.

## and on your job . . .



**Dodge gives you more V-8 power**, in every weight class, than either of the other two low-priced trucks. From 204-hp. pick-ups to 232-hp. tandems, the extra power you get in a Dodge means an on-the-job performance bonus for you. It means greater economy, too, because it cuts down engine strain, reduces wear and repairs.

## Dodge Power Giants outpower, outperform the "other two" low-priced trucks by wide margin!

**Want power?** Dodge outpowers its low-priced competitors by as much as 27 percent.

**Want economical performance?** The advanced design of the Dodge short-stroke V-8 produces the most efficient fuel usage in the industry. You get more miles per gallon . . . full power on *regular gas*.

**Want extra payload capacity** and handling ease? Dodge has 'em beat on both counts.

**How about it?** Don't you think you should find out for yourself? Just give your Dodge dealer a ring. He'll bring a truck right to your door and he'll show you certified test results that demonstrate Dodge is a winner in actual tests and on your job.

# **DODGE**

## ***PowerGiants***

**MOST POWER OF THE LOW-PRICED 3**





Fig. 1. Place top hemline of curtain on rod from stretcher



Fig. 2. Place wet panels on stretcher, fastening rod in proper length notch



Fig. 3. Keep panel wet while putting on stretcher. Spray with water gun if necessary

*Continued from page 72*

But not all curtains can stand wet-cleaning. Heading this list are fiberglass curtains. Those made of permanent finished organdy should be drycleaned only. Then, any curtains that are damaged are poor risks in the wetcleaning department. Most other fabrics that cannot withstand wet-cleaning will probably be marked *Dryclean only*.

Curtains made of cotton should always be wetcleaned if possible, after which they should be sized for additional body. Those of Dacron, nylon,

acetate or combinations with Fortisan, for example, should give no trouble if they are in good condition when received. Rayon curtains can be wetcleaned successfully, too. In this case it is best to sacrifice a little of the width when placing the curtains on a stretcher. The rayon fibers may split if the tension is too tight while they are drying.

It is important to keep the proper length. But an inch or two lost in the width will not affect the appearance of the curtain.

Fiber-glass curtains need special

handling. First, they should be checked carefully for abrasion damage.

Glass curtains should not be extracted after drycleaning. If they are, wrinkles and breaks will appear that can never be removed. They can be finished lightly on a hothead machine, after they are dried by hanging. Following finishing, they should be softly folded, with a minimum of folds to prevent excessive creasing.

One word of caution. Many curtains will be so badly damaged, even drycleaning will ruin them. Releases should always be obtained when damage is apparent. Just another reason to have the sales people make careful inspection when orders are received.

### Suggested finishing equipment

Curtains that have been drycleaned are best finished on hot presses. Either a regular buck or the large drapery press is used, but the latter does the job faster. In addition, uncovered puff irons are a big help. Wetcleaned curtains should be handled on stretchers, such as are pictured here. There are several types available, and all do excellent work.

Small plants can get along fine with the stretcher made for home use. These can be folded and stored out of the way when not in use. It is important to keep such a stretcher in good repair. The points must always be kept sharp. Some plants modify the household stretcher by putting velvet finishing carders on the boards. The finer pins hold the curtain more firmly and evenly.

Whatever type of stretcher is used, it is well to have a water spray gun placed near the work station. The curtain may dry before it is completely positioned on the form. For hand-finished curtains a large padded table is needed. This should be covered with quilted padding and a double faced flannel, covered with muslin.

An iron, with a water spray attached to its nose, comes in handy when finishing the ruffles on curtains. It is also well to have a water spray gun hung over this table.

### Finishing drycleaned curtains

Press-finished curtains should be placed behind the buck when the operation is started. The curtains should be pressed across the width, rather than the length. As each lay is made, the operator draws the finished portion towards her. This finished section lays on the apron of the press. In other words, the work keeps coming toward the operator, rather than away from her.

Ruffles can be handled on the puff



# MYCEL

CONTROLLED

*drycleaning*

employing the micelle principle

*with* Formula 886

▶ Electronic Conductivity Control

▶ Separate Purified Rinse

## for perspiration removal without wrinkling

The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety. This is because the MYCEL process provides two constants which never before were attainable:

- Constant moisture level in solvent

*Based on 3/10% of all solvent in charge system.*

A research report released by a neutral source shows that 3/10% moisture in a 4% charge removes 66% more water-soluble soil than 8/100% moisture in a 1% charge. STREET'S CONDUCTIVITY CONTROL provides automatic introduction of moisture at intervals during each cleaning cycle so as to maintain a constant moisture level equal to 3/10% of solvent.

**Result:** Near-elimination of wetcleaning.

- Constant moisture absorption by fabrics

*Based on 15% dry weight of rayon.*

When the 3/10% moisture is solubilized by a 4% charge of STREET'S FORMULA 886, lipophilic micelles are formed which control the release of moisture. These micelles provide constant moisture absorption by fabrics equal to that which the same fabrics would absorb from atmosphere conditioned at 70-75% relative humidity.

**Result:** No wrinkling or other distortion of fabrics.

N.I.D. FELLOWSHIP BULLETIN F-14 supplies graphs and tabulations which illustrate the dual control of 3/10% moisture level in solvent and the constant moisture absorption of fabrics equivalent to 70-75% R.H. Write to STREET'S for free copy of F-14 and for conference with a field technician highly trained in the MYCEL process.

R. R. STREET & CO. INC. 561 W. Monroe St. Chicago 6, U.S.A.



Fig. 4. Place rod in notch for proper length; then, stretch to fasten bottom of curtain at top edge of ruffles.



Fig. 5. Fasten ruffle securely so it is not caught while stretcher is being turned.

irons, or hand iron. The steps and key points for pressing are similar to those for finishing slip covers described in the last chapter, and for drapes which will be covered in the next chapter.

#### Drycleaned Curtains

##### Job Breakdown

##### IMPORTANT STEPS and KEY POINTS

1. Place curtain so entire width is on buck of press.
  - a. If curtain is wider than press, process will have to be repeated down length of curtain.
  - b. Have unfinished section of curtain at back of press.
  - c. If curtain has ruffled edge keep ruffles off buck.
2. Finish section on press.
  - a. Steam and straighten on buck before head of press is lowered.
  - b. Do not steam while head of machine is down, as this will give leave-off marks.
  - c. Vacuum after head is released.
3. Finish entire length of curtain in this manner.
  - a. Be sure finished area is lying smoothly on apron of press in front of machine.
4. If curtains have ruffles, finish with steam iron on table before folding.
  - a. Keep center of curtain smooth while ironing ruffles.
  - b. If puff iron is available, ruffles may be finished on the egg or shoulder puffer.

##### Job Breakdown for Packaging

5. Fold curtain in length.
  - a. After finishing last lay on press, grasp two corners with hands and bring together.
  - b. If curtain is still too wide for hanger, keep hold of two corners with one hand and grasp center fold with the other hand; then bring two hands together.
  - c. Raise curtain half-way straight up to be sure fold falls straight and then slide curtain onto hanger.

One big difference with curtains is the fact that most are wetcleaned as mentioned. This involves stretching, and here is how that is done:

#### Wetcleaned Curtains

##### IMPORTANT STEPS and KEY POINTS

1. Be sure curtains are wet.
  - a. It is important that curtains be wet not just damp, as they dry rapidly on the hot stretchers.
2. Place rod from stretcher through top hem of curtain. (Fig. 1.)
  - a. Bottom of curtain may be left in basket, while putting rod in hemline, or placed on stretcher.
  - b. Length of measurement should have been marked on stretcher so that rod can be placed in proper notch as soon as curtain is on rod.
3. Place rod with curtain tip on it in proper place on stretcher. (Fig. 2.)
  - a. Be sure remainder of curtain is not caught on pins of stretcher.
4. Fasten rest of curtain on stretcher.
  - a. Keeping edges even, fasten two sides of curtain to pins.
  - b. On rayon curtains be sure curtains are not too tight in the width.
  - c. On nylon curtains do not fasten too tightly on pins as they will not shrink, but may leave pin marks.
  - d. If curtains have ruffles on the edges, the ruffles should be left over the edge of stretcher and fastened down onto center of curtain as in Figures 3, 4 and 5.

#### 5. Dry curtain.

a. If you have reverse stretcher turn curtain on stretcher over and place another curtain on other side.

b. If upright stretcher, raise curtain on stretcher to drying area.

#### 6. Remove curtain from stretcher.

a. Be careful to do this gently so that curtain does not tear.

b. Place either on table of press or over bar if press is not available.

#### 7. Touch up edges of curtain on press where pin marks are.

a. Do not use spray gun, especially on acetate curtains, as you may get a luster mark.

b. Just steam from buck and lower head of machine to finish.

#### 8. Finish ruffles on curtains with hand iron. (Fig. 6.)

a. Place curtain smoothly on drape table so as not to wrinkle.

b. Finish small ruffles first, using water spray gun to dampen if necessary.

c. Do not pull on ruffle when finishing, or pinch center plain section of curtain.

#### 9. Place on hanger.

a. Fold as for drycleaned curtains, keeping ruffle on outside edge so as not to crush.

Some curtains have pleats on the top. These may be wetcleaned and placed on the stretchers, but will have to be touched up at the top after they are dry. The method of touching up will be covered in the chapter on drapes in the next issue. # #



Fig. 6. Finish ruffles with water spray gun and hot iron on drape table. Do small ruffles first as they will not wrinkle as easily.

	RECOVERY COIL	SOLVENT COOLER	STILL CONDENSER
<b>HOT</b>	<ul style="list-style-type: none"> <li>• Increased drying time</li> <li>• Excessive wrinkling</li> <li>• Wasted solvent</li> </ul>	<ul style="list-style-type: none"> <li>• Color bleeding</li> <li>• Shrinkage</li> <li>• Excessive wrinkling</li> </ul>	<ul style="list-style-type: none"> <li>• Reduced still efficiency</li> <li>• Excessive scaling (water side)</li> <li>• Overheated clean solvent</li> </ul>
<b>IDEAL</b>	<p>Lower process time • Greater output • No reruns            Less solvent and water waste • Greater operator efficiency            Lower cleaning costs • Complete customer satisfaction</p>		
<b>COLD</b>	<ul style="list-style-type: none"> <li>• Wasted cooling water</li> <li>• Wasted steam</li> <li>• Increased drying time</li> </ul>	<ul style="list-style-type: none"> <li>• Wasted cooling water</li> <li>• Poor soil and spot removal</li> <li>• Reruns</li> </ul>	<ul style="list-style-type: none"> <li>• Wasted cooling water</li> <li>• Underheated clean solvent</li> </ul>

## Keep your solvent in that vital temperature zone with **SARCO** automatic **COOLING CONTROL**

Trying to maintain an ideal operating temperature in your recovery coils, still condensers and solvent coolers by manipulating the valve on the cold water line of your equipment is a pretty hopeless task. At best . . . it's uncertain. It results in OVERCOOLING and UNDERCOOLING. It wastes water, lowers output, reduces quality and cuts into your profits.

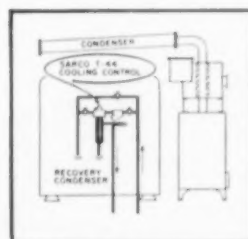
A sure and inexpensive solution is the SARCO T-44 *automatic* Cooling Control. Once installed, you can forget it . . . your solvent temperature is *automatically* kept within the ideal range. Both solvent and operator can now produce higher quality work more efficiently. You have achieved maximum dependability and safety at low cost.

For complete information write direct to us or contact your supplier. Sarco Company, Inc., Empire State Building, New York 1, N.Y.

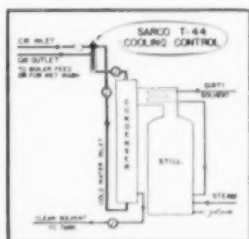
### Sarco T-44 features

- *Self-powered* — no compressed air or electricity needed.
- *Simple, trouble-free design* — just one unit . . . thermostat and valve.
- *Packless* — no stuffing box to leak or jam the valve stem.
- *Self-contained* — no exposed mechanism.
- *Dependable* — thousands provide dependable service for both original equipment manufacturers and dry cleaners.
- *Easy to install* — by any pipefitter.
- *Inexpensive* — 1/2" size costs only about \$36 to user.

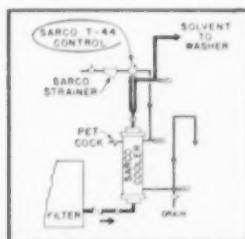
21878



Solvent recovery with Sarco cooling control



Still condensing with Sarco cooling control



Solvent cooling with Sarco cooling control

# SARCO

COOLING CONTROLS • STEAM TRAPS • STRAINERS  
THERMOSTATS • PRESSURE SWITCHES



FEATURE of the North Carolina convention was a plantowner panel on practical methods. Left to right, are: Dick Hensel, Jim Beck, Guy Langston, Virgil Lane and Dennis Lunsford

## Tar Heels Celebrate Golden Anniversary

THE SEARCH for practical methods was the key to the golden anniversary convention of the North Carolina Association of Launderers and Cleaners held in Greensboro, May 16 and 17. Over 175 members attended the fiftieth meeting of the association.

Highlight of the business meetings was a plantowner panel which discussed practical methods in various phases of the industry. Dick Hensel of Camel City Laundry, Winston-Salem, cited five steps to improve employee relations which he termed as important as public relations:

1. Give credit for work done.
2. Give employees a fair pay.
3. Learn to understand the problems of employees.
4. Advise on personal problems.
5. Provide employees with pleasant surroundings.

Along with the five basic steps Mr. Hensel also pointed out some devices that create a better employee-management understanding. He stated that management should know the names of its employees, it should reprimand in private but praise in public and it should provide job security.

Jimmy Beck of New Method Laundry and Cleaners in Durham spoke on better lot control and told attending members of the method he used.

The subject of packaging and merchandising was covered by Virgil Lane, Lane's Laundry in Greensboro. He emphasized that a plant can't substitute a pretty package for a poor product. He stated that in selecting packaging a plantowner should not only look for protection, but appearance, ease of handling, ease of opening and possibilities of storing. Mr. Lane pointed out that packaging can



TOASTMASTER R. E. KIZER congratulates new president, Raymer Sale, at banquet

also serve as a means of merchandising. Placing an empty package in the call office to illustrate a service can often be a better business builder than printed advertising.

"You've got to have enthusiasm!" urged Dennis Lunsford of the Carolina Cleaners and Laundry in Kingston. Speaking on production in the industry, Mr. Lunsford exhibited much of his enthusiasm in showing how dull jobs could be given more life by adding "pep" to them. Sales meetings should be called pep rallies and treated as such.

The business meetings were opened by a movie, "The Senator's Daughter," which dealt with tax equality. Key-note for the convention was the Hon. Calvin Dean Johnson, special consultant on public affairs for the American Trucking Association and a former member of the House of Representatives.

Other speakers were Jim Chisholm, sales manager of Sanitone Division, Emery Industries, who spoke on "The Magic of Management"; Alex A. Ditley, manager, Sales Department,

North Carolina Division Esso Standard Oil Co., who explained "How Esso Selects Drive-in Locations," and Bill White, director of industry relations at the National Institute of Drycleaning, who presented "Management Methods You Can Use Today."

A breakfast meeting was held under the direction of John Krahne, Whiteville, and a State Young Men's Club was formed for members of the association under 40 years of age.

Raymer Sale, Smith Drycleaners, Winston-Salem, succeeds Charles A. Roach, Jr. as president of the association. Newly elected vice-presidents are Guy Langston, Greenville; Manley Hunicutt, Raleigh, and W. H. Ellison, Winston-Salem. C. W. Grimes, Charlotte, was reelected sergeant-at-arms.

Charlie Matthews, Mount Olive; A. E. Bishop, Jr., Wilson; Warren McNeal, Red Springs; L. Z. Hutchinson, Mt. Airy; Gaylord Harrison, Williamston; T. W. Weeks, Elizabeth City, and Robert J. Grier, Belmont, were elected to the seven open spots on the association's board of directors.

—Richard Vinocur

More answers to questions often asked about

# PERCHLORETHYLENE

NUMBER 7 OF A SERIES

Columbia-Southern continues to answer questions dry-cleaners frequently ask about Perchlorethylene. Every operator of an established plant or a newer shop is, of course, concerned today with showing a bigger profit, cutting overhead, and increasing customer satisfaction . . . therefore, the steadily growing interest in the economical synthetic cleaning process utilizing Perchlor. If you have any questions of your own, please forward them to us.

## How would you suggest clarifying Perchlorethylene?

The use of a filter and still are necessary to maintain clear solvent and to minimize redeposition of soils removed from garments. Excellent, economical removal of insoluble soils is obtained with the filter, and effective control of unstable and odorous fatty acids is possible with activated filter powders.

Distillation is still the only practical method for completely cleaning your Perchlor and must be used periodically regardless of the filtration cycle used.

## Does Perchlorethylene moth-proof as well as clean?

Undoubtedly all moth larvae are killed in the washing process but there is no positive proof that the eggs are destroyed. "Moth-proofing" implies that the clothes will repel moths from future attack. Based on this interpretation, Perchlorethylene cannot be said to moth-proof.

## How many fast service plants use Perchlor?

Three out of every four cleaners who offer quick service use Perchlorethylene with an average cleaning cycle of about 25 minutes.

## What percentage of the cleaners in the fast service field charge extra for their efforts?

About half of them. The average extra charge is 25¢.

These shops say that the extra charge impresses customers with the fact that extra effort went into the service, and that customers do not resent the added tab.

The other half of the fast cleaners do not charge extra. They feel that fast service, for those who want it, should be offered strictly as a courtesy.

Fundamentally, the question of putting the extra 25¢ on fast service is one for the individual cleaner to decide. He must weigh actual costs, the price of courtesy, and determine his competitive position in the local market.

## What is the biggest single advantage to the shopowner of fast Perchlor service?

Fast service makes people buy cleaning much more often. Some of the pioneer Perchlor users in the mid-30's said, "Get the garment out faster and it will be back sooner." They were right. People gravitate to fast service shops.

## I have just opened a new shop and I use Columbia-Southern Perchlor. How would you suggest I advertise?

A prominent electric or neon sign on your premises identifying your business is a requisite. Next, use local newspaper advertising; the rates are quite reasonable. The paper will also help you prepare the ad. If you have a local radio station, use it, but be sure you are not buying listeners outside your area. Display window banners and in-store pieces. Your Columbia-Southern Perchlor distributor has a full kit of point-of-purchase pieces available to you free. Ask him for it.

For more information, call or write to Perchlor Department at our Pittsburgh address. More questions of interest will be answered in our next ad. We suggest you clip this page for your files.



**COLUMBIA-SOUTHERN  
CHEMICAL CORPORATION**  
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY  
400 EASTMAN CENTER - PITTSBURGH 22 - PENNSYLVANIA



DISTRICT OFFICES: Cincinnati • Charlotte  
Chicago • Cleveland • Boston • New York  
St. Louis • Minneapolis • New Orleans  
Dallas • Houston • Pittsburgh • Philadelphia  
San Francisco

IN CANADA: Standard Chemical Limited and  
its Commercial Chemicals Division



## SIGNS of the TIMES



**Foreign Visitor:** A six months' visit to the States has just been completed by Addy Schewitz of Port Elizabeth, Union of South Africa. He arrived in America January 1, and since that time has completed both the general course and the management course given at the National Institute of Drycleaning.

Since then he has toured the United States, visiting plants in Texas, Illinois and several other states. His father operates Atlas Drycleaners and Launderers, with plants in Port Elizabeth, East London and Kimberly, Union of South Africa. The three plants cover an area of some 200 miles in radius, with over 600 production employees, 70 branch stores and 60 routes.

Addy observed his twenty-first birthday while in the States. He is joining his family in England and will tour the continent for four months before returning home.

Shown here is an aerial view of the firm's plant in Port Elizabeth. They offer complete service in drycleaning, rug cleaning and laundering. They also do commercial dyeing, including work for textile mills.

##

**Free Rent For Charitable Group:** A fine example of public service is practiced by Kraus Cleaners of Memphis, Tenn. This city has a nonprofit organization known as The Women's Exchange. It serves as an outlet for hand-made articles fabricated by needy people confined to their homes. The city's leading women sponsor the organization.

Last fall Kraus Cleaners offered the group space in its branch store, located at the Poplar Branch shopping center in that city. The Women's Exchange has use of the entire basement of the store. This area, 30 by 68 feet, is air-conditioned. Kraus furnishes the unit.

In addition the organization has one store window, plus 200 square feet in

the store's reception area for display purposes. There is also an eight-foot corridor running the full length of the store, which the group may use.

Kraus charges no rent for this space. The only expense to the group is the excess over the average utility bills previously paid by the cleaner. The organization is free to occupy this space for the duration of Kraus's lease as long as the cleaner has no need for it. All work for this branch is presently processed at the main plant.

Periodic special sales at The Woman's Exchange are feature news items, appearing on the society pages of the local papers. And Kraus Cleaners is mentioned as the location of the promotion. The plant does nothing to exploit this arrangement, because of the nature of the organization and its purpose. But the goodwill generated is paying off, to the tune of a 10 percent volume increase since fall.

##

**Consumer Education:** News of three plants directing their public relations efforts toward young people has been received.

In McDonough, Ga., a group of Boy Scout cubs toured McDonough Dry Cleaners. Owner Chafin explained the operation of the machinery as well as the process of drycleaning. As part of its program of learning about the community the Brownies of Havana, Fla., visited McCall Dry Cleaning plant, Fort Plain Dry Cleaners, Inc., Canajoharie, N. Y., welcomed a high school homemaking class to its plant, explaining the various techniques involved in processing a garment.

In Canada members of the Sarnia branch of the Canadian Association of Consumers heard a talk on "A Guide to Better Buying" by Hartley Currie, director of the Dry Cleaners Institute (Ontario) Ltd.

##

**Canadian Closing Hours Set:** The civic legislation committee voted unanimously that Toronto drycleaning establishments close at 6 p.m. This time has been in effect since 1940, although it hasn't been enforced for several months. A recent poll of cleaners indicated a majority in favor of at least a 7 p.m. closing. The legislative action defeated that change for the present.

**Public Service:** Almost two million shirtbands bearing the message, "Use Easter Seals," were sold to Ontario drycleaners and launderers. According to W. J. Bunting, Vail's, Toronto, shirtbands were supplied in yellow, imprinted with mauve. They were endorsed by the Canadian Council for Crippled Children and Adults, which sponsors the annual campaign.

Jessie White, owner and operator of Jonesboro Cleaners and White's One Hour Cleaners, Sanford, N. C., has been elected to the post of city alderman.

##

**Rises in State Minimum Wages:** New minimum wage rates, ordered by the mercantile minimum wage board of Massachusetts, became effective June 1. For each hour up to and including 44 hours in one week, experienced employees are to receive 90 cents per hour; each hour in excess of 44 will entitle him to \$1.25. Inexperienced employees will be paid 85 cents an hour for each hour up to and including 44 hours in any one week and \$1.25 for each hour in excess of 44.

This ruling applies to all sales personnel, including route salesmen. For personnel working on a commission basis, irrespective of what basis is used, the employee must receive at least the applicable hourly minimum wage rate for the hours worked during each week.

In Rhode Island the minimum wage has been raised to \$1.00 an hour, effective October 1, 1957.

##

**Chemists Tour Almore:** Public relations on a professional level was undertaken recently by a well-known dyeing establishment. Twelve women chemists, members of Iota Sigma Pi, honorary professional chemical society, were invited to visit and inspect Almore Dye House, Chicago, Ill.

Guided by Arthur Teichner, son of owner Leon Teichner, the group toured the plant, examining the facilities and methods of dyeing used by the firm. They actually followed the progress of various garments through the plant, noting the difference in techniques and chemicals employed for different colors and materials. At the conclusion of the tour, Mr. Teichner moderated a question-and-answer period.

# HOW TO SAVE MONEY WITH POLY-BAG'R

*Cut just the size you need  
from economical roll stock*

By CHARLES ERNEST

Yes, here's the story of the century on poly bagging—and all of you know the great savings a poly bagging machine can mean.

With Poly-Bag'R, you no longer need to use a 54 inch bag for a 41 inch garment. Think of the savings in money, and add to it the fact that the roll stock takes up only  $\frac{1}{5}$  the space of prefab bags!

The Poly-Bag'R story continues with a list of features backed up by 19 years of proven craftsmanship. For instance, you can use 2 bag widths at once (20 inch pants width, 21 by 4 inch gusset or 24 or 25 inch rolled flat stock). The savings on this feature alone will pay for the machine.

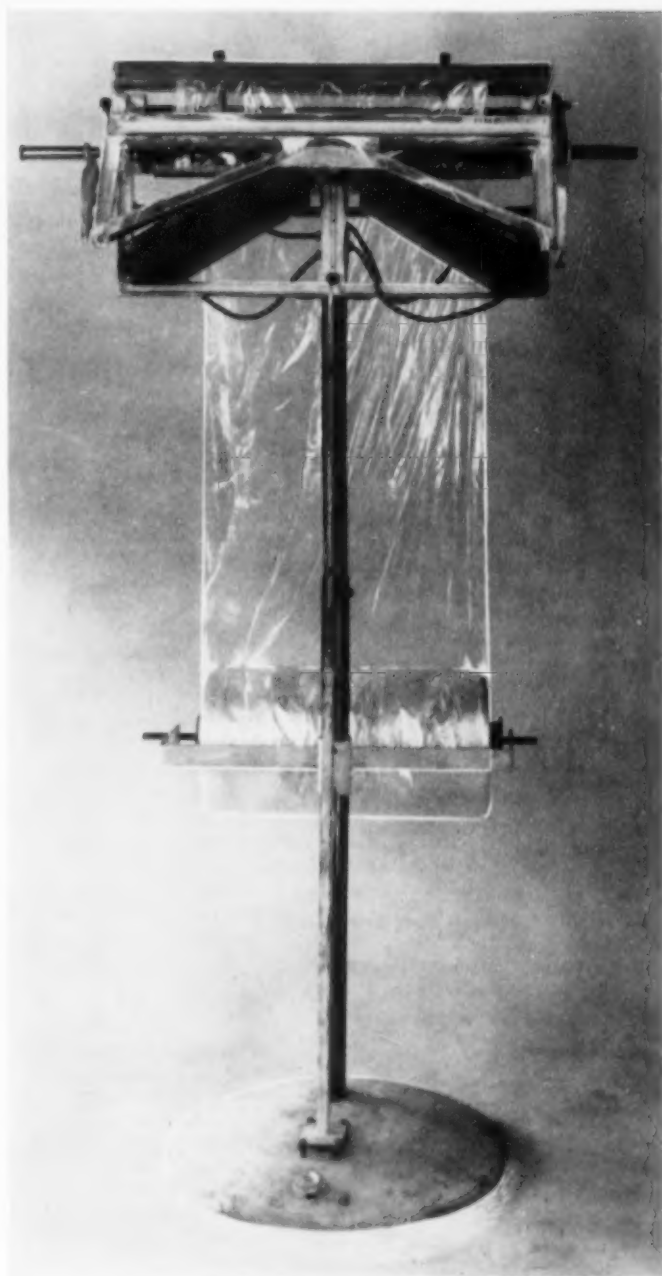
We can't imagine a Poly-Bag'R malfunctioning, but if it should, you just don't have any service worries. Your jobber will deliver a new head (no cost under warranty) and the machine will be back in operation five minutes after the head arrives.

And no other machine offers the ease of Poly-Bag'R operation and maintenance . . . the ease of grasping the end of the next bag or the ease of cleaning the covered, safety-tested knives—in only five seconds!

The Poly-Bag'R is adjustable in height, ready for any operator to work the quickest and easiest way—so you're not buying a machine for the hard to find "average" girl.

You can see that the Poly-Bag'R story is your story—a machine designed for *your* bagging department and *your* pocketbook.

Including four rolls of poly to get you started. The Poly-Bag'R costs \$395.00,



and it'll be the best investment you ever made. Contact your local jobber or write direct to Poly-Bag'R, P. O. Box 64, Station D, Cincinnati, Ohio, for complete information. Prices subject to change without notice.

Advertisement



**"Quality" Keys Back-Home Day:** More than 500 alumni members are expected to attend Back-Home Day weekend, August 9-11, at Silver Spring, Md., according to chairman "Dutch" Rothe. The program theme is "Quality And Its Effect on All Phases of the Drycleaner's Operation." Each talk will be based on that theme. A wide range of speakers, well known to the industry, has been selected.

An outstanding door prize is offered to some lucky registrant. A drawing will be made the final day for a weekend for two at the famous Eden Roc Hotel at Miami Beach. Free round-trip air transportation from Washington, D. C. to Miami is included in the prize, which can be used anytime until December 1.

Festivities begin Friday night, August 9, with the annual "Hello" party. It will feature the crowning of "Miss Back-Home Day—1957," who is Kay Lyle, pretty brunette daughter of Dr. Dorothy S. Lyle, director of consumer relations for NID.

Saturday morning will feature the breakfast for graduates at the Hot Shoppe in Silver Spring. There will also be tours of leading plants in the Washington area as well as the Institute itself. Speakers will include Irvin N. Hackerman, Mrs. Rose Adamowski, Mort Lesser, Charles Weaver and Arthur F. Schuelke. They will cover various facets of Quality. Chairman will be Ken Faulkner.

The traditional banquet and dinner will follow Saturday night, at the Shoreham Hotel in Washington. On Sunday morning a sneak preview of the consumer film, "Uncle Harvey Saves the Play" will be shown. Dr. William E. Coughlin will chairman the talks to be given by Miss Peggy Dwyer and another speaker yet to

be announced. Miss Dwyer heads a Washington advertising agency which services several large drycleaning-laundry firms in that area. The closing program Sunday afternoon has several stellar attractions. Through the cooperation of CARE, the relief organization, an outstanding panel of women will be present, representing the consumer, and will answer questions posed by William L. "Bill" Browne, director of public relations for NID.

Heading the panel will be the famous movie and TV star Illona Massey. Others on the panel will include a career girl, a professional woman, a housewife and a society leader.

Following the panel discussion, Dr. Joseph R. Wiebush, director of research for NID, will tell of developments in that field. The program closes with the drawing for the fabulous door prize.

The photo shows Miss Massey at the left. At the right is Mrs. Raymond Clapper, widow of the distinguished columnist, and director of CARE in Washington, D. C. In addition to Miss Massey, another representative of CARE has been invited to participate in the program.

# #

**Textile Group Visits NID:** The Institute played host to the spring meeting of the Washington Section, American Association of Textile Chemists and Colorists. About 45 members and guests attended the technical program on the uses, manufacture and characteristics of synthetic fur fabrics. George P. Fulton, general manager of NID, and chairman of the Washington section of AATCC, presided.

Dr. Dorothy S. Lyle, director of consumer relations for NID, told how, since 1953, the Institute has acquainted its members with the best possible method to clean this new line of merchandise.

# #

**New Rules for Spirit of Service Awards:** New regulations for its second annual "Spirit of Service" awards have been released by the Institute. The principal change for this year is that there will be no break-down of groups according to size. Instead, there will be one top award of \$300 and a trophy to the group with the "Most Meritorious" achievement. The

runner-up will receive \$200 and a plaque. In each case the check will be payable to the group's favorite local charity. Three other groups will get "Honorable Mention" awards. Participating members in each of the five winning groups will receive a National Honor Certificate suitable for display.

Deadline for submitting entries is November 30, 1957. Full contest rules are explained in a 4-page brochure which will be sent to each NID member.

# #

**Joint Membership Plan:** The Virginia Association of Launderers and Cleaners and the National Institute of Drycleaners have agreed on a joint membership program. Under the terms of this agreement, all Virginia plants eligible for membership in either group must join both in order to have membership in either. This will be the first instance in which a mandatory joint membership program has been undertaken by the Institute and any state association.



MARVIS SMITH

The groups will jointly sponsor Marvis Smith as secretary of the Virginia Association. In addition, Mr. Smith will serve as NID fieldman in Virginia. He has been associated with the NID since September 1952, when he graduated as an honor student from the Institute's eighty-third general course. Since that time he has called on members and nonmembers of the Institute in New Jersey, New York, Pennsylvania, Minnesota, Wisconsin and all of the New England states. He was named to his new position while covering the state of Florida.



## How to make your helper a "Second-Story" man

Ever counted up the first-floor rug cleaning jobs you handle where you DO NOT get the second-floor work? Actually, you may be losing a nice bit of money on "upstairs" cleaning . . . simply because nobody wants to carry a heavy 65 or 70 pound cleaner up and down!

Today MULTI-CLEAN has the remedy for that situation . . . the new 29 pound D-100 . . . so light you can pick it up and carry it with one hand, yet sturdy, powerful, and built for years of service. It's the ideal auxiliary unit to go with your regular MULTI-CLEAN MCV-214 or 220 vacuum.

To understand what a money-maker the D-100 can be for you, look at the price, then look at these features: wet or dry pickup . . . welded all-steel 3½ gallon tank . . . 66" water lift . . . 30' safety cable . . . safety fuse shut-off to protect from flooding . . . 4 swivel casters. Hose, wand, floor tool, hand tool and intake adapter are all included in the \$155.50 price.

The D-100 is the newest member of the famous MULTI-CLEAN line of equipment for the professional rug cleaner.

Other MULTI-CLEAN products include heavy duty rug scrubbing machines in sizes from 12" to 22" for both on-location and in-plant work, heavy duty wet-dry vacuum cleaners in sizes up to 16 gallon capacity, the new, self-contained "Professional" upholstery cleaning machine, and rug cleaning shampoos.

**MULTI-CLEAN'S 29 LB. D-100...**

only **\$155<sup>50</sup>**

PRICE INCLUDES ATTACHMENTS WORTH \$37.05

# MULTI-CLEAN®

PRODUCTS, INC.



MULTI-CLEAN PRODUCTS, INC., Dept. NC-10-77  
2277 Ford Parkway, St. Paul 1, Minnesota

● Gentlemen: Tell me more about the "D-100" and how it will increase my profits. I'm also interested in:

☐ Industrial Vac ☐ "Professional Unit" ☐ Scrubber ☐ Shampoos

Name

Firm

Address

City  Zone  State



DOOR-TO-DOOR canvassing is part of a regular program at Richards. Soliciting is done by salesmen and Jim Watters at least a half day a week.



## How One Plant Built Route Sales

*Training program and other innovations helped triple plant volume*

By LOU BELLEW

CAREFUL SELECTION and training of route salesmen has brought sound, steady volume increases to Richards Cleaners at San Pedro, California. So much so that the plant recently had to add 2,640 square feet of space to handle the additional work. And this has all come about in a little over 10 short years. In that time, since the present owners took over the business, volume has tripled.

The plant has utilized management aids from many sources, including the National Institute of Drycleaning, local associations and business papers. While the success of the business is due to many factors, perhaps the big-

gest single factor is a definite program that has been followed regarding route selling.

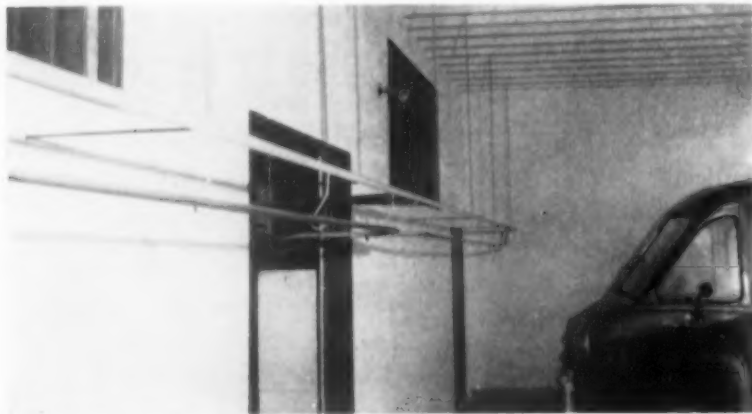
As each route salesman is hired (they are never called "routemen" here), son Jim Watters spends at least a month with the new man on an intensive training program. The first week the new employee is taught safe driving procedures. He learns to handle the firm's biggest truck. Methods are explained to operate the route efficiently, with a minimum of back-tracking.

For a change of pace at this stage, the man spends time in each of the departments in the plant. He learns

every operation that takes place between pickup, processing and delivery.

During the second week, the trainee is taught proper bookkeeping and accounting procedures as practiced by this plant. The balance of off-the-route training is devoted to learning about the various fabrics, plus the fine points of selling plant services. During this initial stage the salesman is required to read the NID booklet entitled, "You Sell Service." The plant feels this pamphlet is more effective than any lecture by the "boss."

When the salesman is ready to take over a route, he is first accompanied by Jim Watters for several days. This



SLICK RAILS on the loading dock facilitate garment handling for routemen

Richards Cleaners came into being in 1904. It was sold in January 1944 to C. J. Watters. Two years later, son Jim joined the company after a hitch in the Navy. Jim is general manager, while his brother, Bob, is in charge of production. Even mother pitches in on this family-operated plant. Mrs. Watters is in charge of the office.

Since taking over the plant, the Watters have tripled the volume. To keep production apace with volume, the plant now has three times the original area under roof.

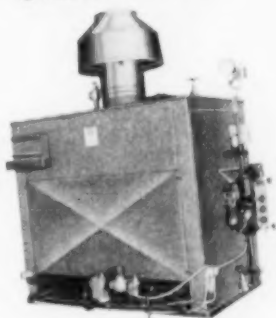


# There's a **PARKER** Product

## FOR EVERY STEAM AND HOT WATER REQUIREMENT

### PARKER INDUSTRIAL STEAM BOILERS

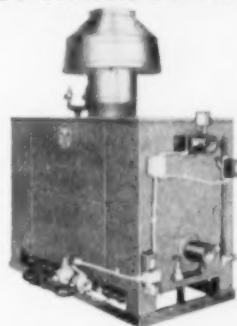
**RUGGED!**



Easy to operate and maintain. Fully automatic, equipped with only the finest controls sold and serviced throughout the world. Delivered completely assembled—easy to install. Easily cleaned and completely accessible.

### PARKER INDUSTRIAL HOT WATER BOILERS

**DEPENDABLE**



Incorporates all of the quality materials and construction features that have made Parker products famous throughout the world. Fully automatic, simple to maintain, delivering hot water at the lowest possible cost to you.

### PARKER INDUSTRIAL WATER SOFTENERS

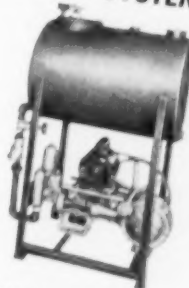
**COMPACT**



Softens water the most economical and simplest way. Low initial cost—durably constructed for longer life. Engineered for proper distribution and efficient back-wash to cut water and salt consumption to a minimum. Equipped with the best solo valve for reliable and easy operation.

**ECONOMICAL**

### PARKER AUTOMATIC RETURN SYSTEMS



The Parker Packaged Return System provides fully automatic and reliable operation for boiler feed and condensate storage. Overhead system is compact, fully assembled for easy installation. Heavy duty piston or turbine pump—heavy steel tanks with automatic float valve. Durably built for longer life.

Never a Compromise for Quality or Safety

**SID E.**  
**PARKER BOILER**

MANUFACTURING COMPANY

2035 East Thirty-Seventh Street  
Los Angeles 58, California • ADams 3-4211

MAIL THIS REPLY CARD—TODAY

Please send me latest information and bulletin on  
Parker Boilers ☐ Parker Hot Water Boilers ☐  
Parker Water Softeners ☐ Parker Return Systems ☐  
and the name of the nearest distributor.

Name

Address

City  State



SALES have tripled under sound management practices. New drive-in facilities plus plant remodeling are geared for even bigger sales

time is devoted to learning the steps and how to sell the housewives on the plant's services. And training doesn't stop at this point. It is a continuing thing.

The salesmen get an added boost through a management practice which is unusual. Jim Watters and the oldest routeman, in point of service, spend half of every work day soliciting door to door on cold turkey calls. The only time this isn't practiced is during high volume periods. The resultant orders augment the other drivers' sales.

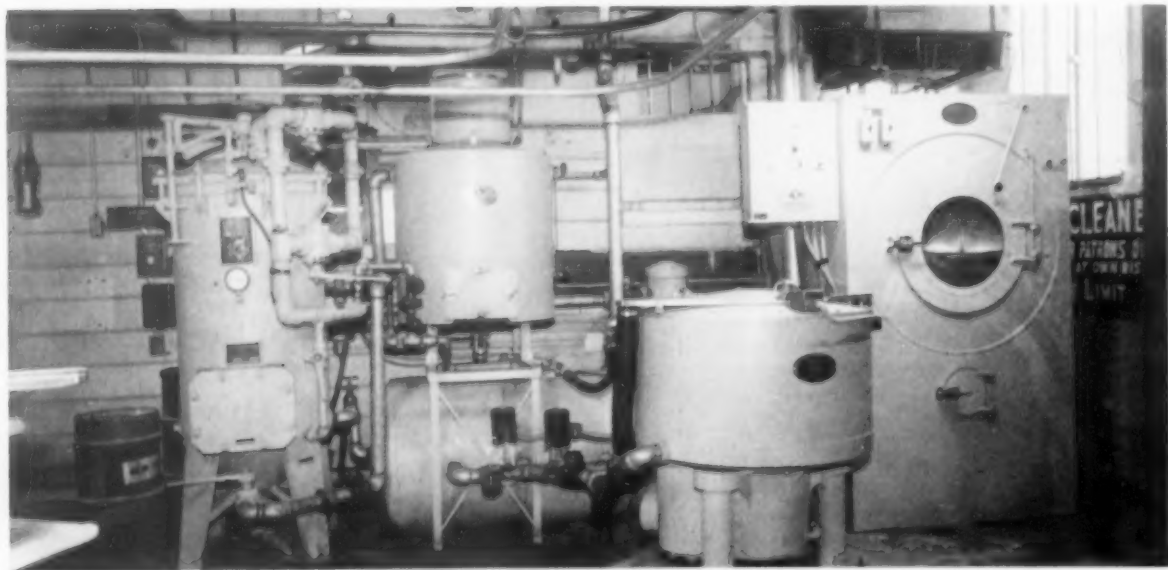
Richards Cleaners operates three routes, using walk-in type equipment. The men are outfitted with tailormade gray gabardine uniforms, bearing the name of the plant over the left pocket of the jacket. The route salesman's name appears over the right pocket. No lettering appears on the back of the jackets. The uniform helps identify the men as real professionals, not just truck drivers.

The results of this program are evidenced by a recent plant expansion. When a new addition was planned, it was decided also to revamp the entire

front of the building to provide for drive-in facilities and off-the-street parking. A new modern call office was built at the same time.

Better truck loading facilities were provided, too. A complete revamp of production layout was also accomplished. Slickrails were installed to conform to latest NID standards and the slickrail arrangement is extended to the loading dock for easier handling of finished work.

Since the routes made all this possible, they deserved to be included in the expansion program. # #



NEW SALESMEN are given a planned training program. Several days are spent in this modern cleaning room, for example



Mr. P. W. Phylar, Jr., Vice-President, Utopia Cleaners

## “Keeping the books photographically saves us more than \$13,000—per year”

**Recordak Microfilming results in dramatic savings for Utopia Cleaners, Birmingham, Ala.**

With a Recordak Microfilmer, clothes tickets are photographed at a 100-per-minute clip instead of being transcribed by hand. Now, even though volume has gone up—ticket processing chores take 80% less time . . . film records occupy just a fraction of the space needed for the originals . . . and embezzlement, once a problem, is a thing of the past!

**Service to customers is improved.** Clothes are never held up waiting for tickets to be processed. With the human factor eliminated, errors are far fewer. Verification of customer claims can be made quickly, thanks to complete records *on film*.

\* \* \*

**Here's how this new Recordak System works**  
—You sort out clothes tickets into groups by branches

**RECORDAK**

(Subsidiary of Eastman Kodak Company)

**originator of modern microfilming—  
now in its 30th year**

and routes . . . total each group on an adding machine . . . then *microfilm* the tickets and the tapes. It's that easy! You need no special skill. Get a complete, *photo-exact* record that takes minutes instead of hours to make.

Picture costs are surprisingly low—up to 40 tickets recorded on just 3¢ worth of film. Recordak Microfilmers start at a low \$550; also available on convenient monthly rental plan. Write today for complete details.

Price quoted subject to change without notice

“Recordak” is a trademark

### MAIL COUPON TODAY

RECORDAK CORPORATION  
415 Madison Avenue, New York 17, N. Y.

Gentlemen: Please send me further information on Laundry and Dry Cleaner savings with Recordak Microfilming.

FF 7

Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# SALESPEOPLE -

## Where Do You Find Them?

By JAMES ROBERTSON

*Executive Vice-President  
Watkins Cleansers and Furriers, Portland, Maine*

**LOCAL CONDITIONS**—large communities or small communities, maybe geographical locations—may determine to some extent the best way to go about the procurement of sales personnel for stores and routes. Also, I believe managers differ as to the type of people they want for these jobs. I can only tell you how we do it; whether or not it is the best way I cannot say.

Now we have a new situation coming up so far as store girls are concerned in some of our operations. I refer to the small activated plants as compared with the pickup-and-delivery store we have all been used to in the past. The girl in the front of an activated small plant contacts customers and may mark in—pack—in-spect—and do small sewing jobs. I believe we who have both activated

locations as well as the simple pickup-and-delivery stores realize this problem very well.

Watkins, the company that I manage, is located in Portland, Maine. This is a small city of 70,000 people with a buying public of between 150,000 and 200,000 people. We have had a trained personnel supervisor for the past 10 years and she has done a fairly good job on our sales personnel. But it just seems very hard to be satisfied with sales results and we are very apt to put the entire blame on the sales department when volume does not increase as we think it should.

First, we are always on the lookout for a person we think would make a good store girl or a good routeman whether the person is in our organization or not. Once in a while we come up with one.

In our small city we have only the one employment agency, the State Employment Office. We have had

very poor results using this service. I know this is not true in every community, especially the larger cities. Some years ago I managed a plant in Boston, and we got practically all our help from private employment agencies. It was very satisfactory.

In Portland the best medium, we find, is the want-ad section of our daily newspaper. Portland is so small that everybody and his brother reads the want-ad pages and I suppose that is the reason why it works for us.

We very seldom are able to hire experienced girls for our stores or experienced men for our routes. The best we can expect are people who may have had a small amount of sales experience in other kinds of businesses. All drycleaning and laundry technique must be taught to them.

We use a 2- or 3-inch ad in the want-ad page and we explain as fully as possible what the job is and what type of person we want. Also some of the benefits that go with the job. Points covered:

We want a person with at least a high school education.

We want a person between the ages of 22 and 40—we desire a person around 30 years of age.

Previous sales experience would be fine but not absolutely necessary.

Wages—base pay plus weekly sales commission.

Group insurance—covering accident, hospitalization—sick benefits.

Two weeks vacation with pay.

Pleasant working conditions.

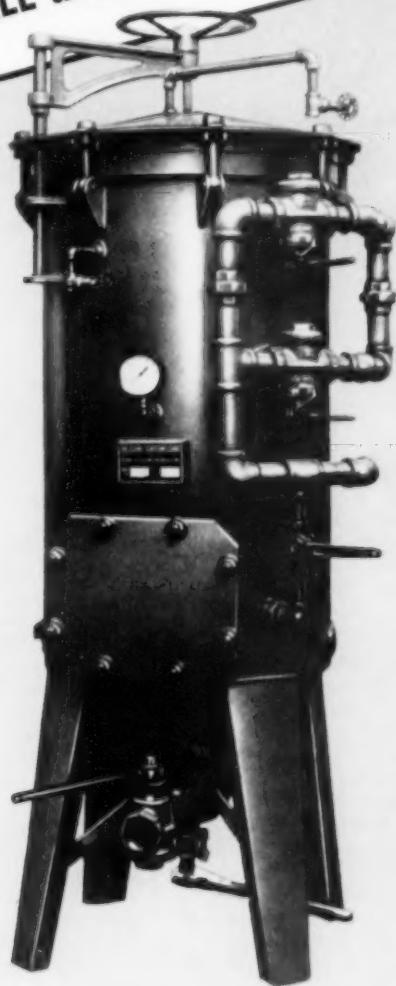
The name of our personnel supervisor to contact at the plant.

We discourage telephone calls—the applicant must call at the office and be interviewed. Under normal conditions we generally have several applicants to interview.

Our personnel manager screens each applicant for the sales department very carefully. Each applicant



**OLSON** is  
the **ONLY** Filter  
with **ALL** these features!



✓ **"ROUND" CONSTRUCTION**

No cross braces, no square corners, no chance for blinding "pile ups"!

✓ **BLIND PROOF TUBES**

All filtering is done on their surface, in seconds. Backwashing immediately clears them.

✓ **EXPANDING FILTER SURFACE**

Increases cycle duration by keeping pressure down.

✓ **AUTOMATIC SELF CLEANING**

No bags to change, no screens to scrape. Easy, 2 valve, 3 minute operation.

Also check **OLSON**  
for Vacuum **STILLS**

... designed for greater  
reclamation at lower cost.

The Olson Tubular Filter is the *original* tubular screen self cleaning filter, recognized for its exclusive and superior features by thousands of dry cleaners throughout the world. If you want *real* efficiency . . . longer cycles, more crystal clear filtration, lower operating costs and **LESS WORK** . . . you want the *real* thing . . . an **OLSON FILTER!** In Seven sizes, for any needs.

Phone or write today for complete information.

**OLSON FILTRATION ENGINEERS**

Division of the American Laundry Machinery Company  
5024 N. Section Ave., Cincinnati 12, Ohio

HCD-7

Gentlemen: Send full information on:

☐ Olson Tubular Screen Filters ☐ Olson Vacuum Stills

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_





makes out an application before talking with her and she in turn asks many questions regarding their family life—their social life and their aims in life. We want to know if they are drifters going from one job to another, or if they are steady and making changes only to better themselves and their standard of living. She finds out everything that she can about them.

After interviewing applicants for sales work, the next step is to give them two tests—one an intelligence test and one a personality test.

The personnel manager then decides whether or not they are the sales type. This is most important—and I cannot stress this point too highly. Anyone has to have certain aptitudes to be a customer contact person or he is lost from the beginning—and so are you.

The next step for our personnel manager is to check with the companies the applicant has worked for to find out more about him before she recommends him to the sales manager. After getting all the information together, she gives it to the sales manager with her recommendations. From that point on, it is up to the sales manager to talk to the man or girl and to hire or not as he sees fit. We try to be as selective as possible in hiring salespeople.

We have one more source that from time to time produces a fine salesgirl for our store operation. A few years ago we decided that before we placed a girl in one of our stores or gave a man a route to operate, we would give that person a week, possibly two weeks if we had the time, of experience in our plant. Maybe we did not handle the idea correctly; however, it did not work out well at all. The time allowed was not long enough.

Some folks say it is better than no plant experience—at the moment, I doubt that statement. A wrong impression or an incomplete impression can be worse, from a salesman's point of view, than no impression. There are so many phases to our plant operation that a person must live with it quite a while to know it well enough to be able to talk over problems with customers convincingly.

Every once in a while we find a girl in our production departments who, when given an opportunity, does an excellent job behind a counter in a store. The customers can tell at once that she knows what she is talking about, and she gives the customer a feeling of confidence in not only herself but the company as well. Some of the best store girls in my experience have had six months or a year in the plant operation.

Maybe your first reaction is how do you justify taking an experienced marker or packer or presser from the plant and losing all she has learned on production work? Of course, the fact that employees may have sales ability should be recognized before

they have become expert in any of the production jobs. When we do make this change, we always tell the employee that if she is not happy after she has given the store work a fair trial she may come back into the plant doing the job that she is leaving. They seldom want to come back. We have not had as many men as girls transfer from plant operation to the routes and make good, but we have had a few.

We have three activated plants and plant experience is almost a must in these stores. We can truthfully say that we have changed our thinking somewhat regarding people who contact customers since opening these plants. In activated stores, as you folks know who have or are operating them, girls in the front part of the plant do not have time to sit around looking for work. They are busy practically all of the time doing any one of several jobs.

Routemen for the most part come from ads we run in the want-ad section of the local paper. In all of our ads we try to make quite clear what the job is, what we want, and the benefits that go with the job. We like a married man over 25 years of age but this is not a must.

When a new routeman is hired the foreman takes him for a tour through the plant, familiarizes him with the different departments and introduces him to the heads of departments. We try to have him ride with our best routeman for a few days before the route foreman takes him on the route that has been assigned to him. The route foreman stays with him until he is quite sure he knows the route well and keeps a close watch on him for some time.

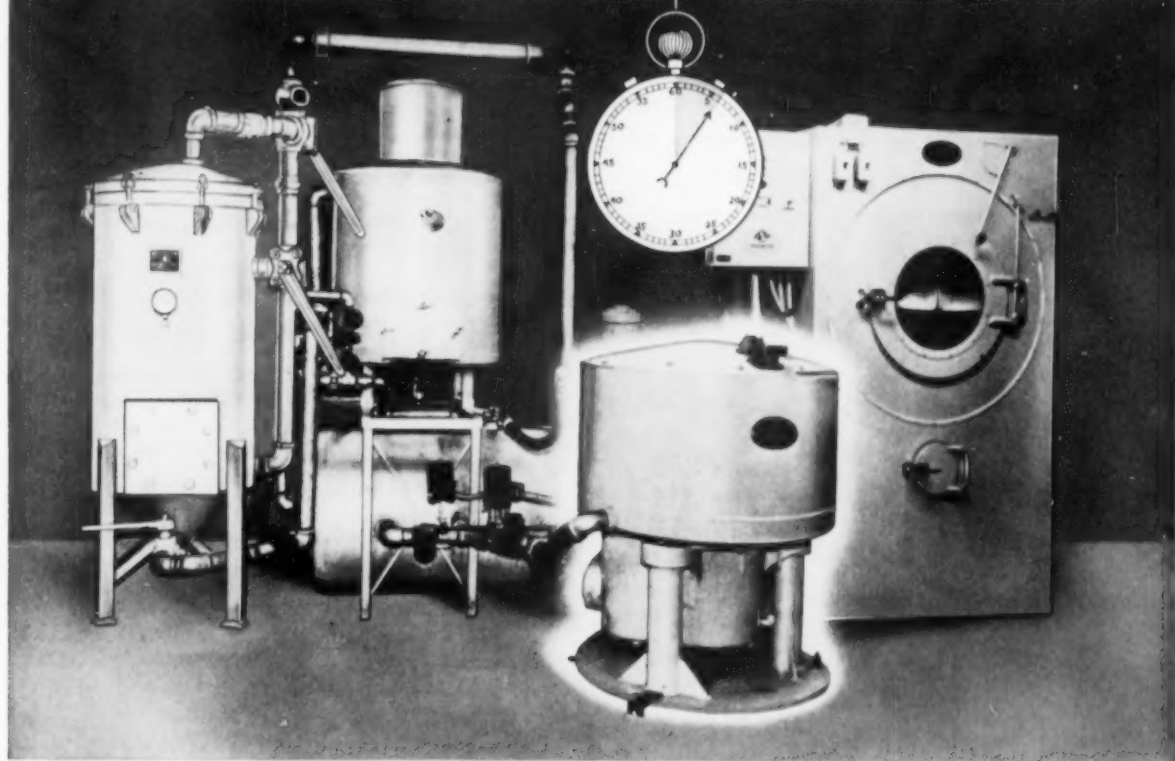
By the end of two weeks we get a pretty fair idea if he is the man we want to start to seriously train for the job. Our sales supervisor and our route foreman are entirely responsible for the sales training.

We at Watkins are continually trying to improve our sales personnel and I will frankly admit that it is similar to climbing uphill all the time. Sometimes we feel that good routemen are born, not made. However, we must admit that what we sell is not an easy chore for any salesman and I seriously believe that a person has to be of a certain nature to be good at it.

When all the methods of procuring salespeople for our business are boiled down, both for our stores and on our routes, it is a neverending job. We must use every method we know of and at all times be on the lookout for the right type of person. The percentage of good ones, in every organization I know of, is small. # #

*Put Cancer on  
the defensive*  
**Together we can strike  
back. Give to  
AMERICAN  
CANCER  
SOCIETY**

# 6 MINUTE WASH!



## SEC NAUTILUS WASHER-EXTRACTOR

...is the fastest in the industry...takes 1/5th the time of "tumbler-action" units!

There isn't a unit on the market that even approaches the Nautilus' super-fast washing cycle! And the Nautilus has hi-speed (800 R.P.M.) extraction...takes just 2 minutes per load!

**WHAT'S THE SECRET?** The Nautilus is the world's only synthetic unit with *vertical ac-*

*tion*. Garments are submerged in solvent *every second* of the washing cycle. This is the same cleaning action used by 90% of domestic washing machine manufacturers!

### CLEANEST CLEANING POSSIBLE!

While "tumbler-action" washers beat and twist garments through a few inches of solvent, the Nautilus gently surges solvent through garment fibers *full time*...removes dirt and grime other units can't touch!

The complete Sec cleaning system with the Nautilus washer-extractor is the fastest, finest, most profitable equipment you can buy. Be sure to get all the facts from your Sec distributor or contact:



**Sec-O-Matic corporation**

Sec-O-Matic National Distributor  
Carl Blackman, 150 Pine Street, Montclair, N. J.

A SUBSIDIARY OF



**DISTRIBUTORS:** A limited number of exclusive territories are available. If interested, contact Carl Blackman, Sec-O-Matic National Distributor.

To Get Top Quality Results . . .

To Reduce Claims and Losses . . .

## GET THIS BIG MANUAL

Thousands of drycleaners are putting "Fabric Facts"—our big, new manual—to practical use. They find it takes the guesswork out of handling all kinds of regular and man-made textiles.

"Fabric Facts" is simple, down-to-earth, easy to understand—in fact, there's no manual like it for bringing veteran employees up-to-date on the subject, and for teaching new help f-a-s-t!

Chapter headings in the manual? Here they are (and check 'em against the wide variety of materials you're being asked to process today):

- **Cottons**
- **Linens**
- **Acetates**
- **Orlon-Dynel Pile Fabrics**
- **Wools**
- **Silks**
- **Rayons**
- **Thermoplastics**
- **Miscellaneous Fibers and Materials**

Don't miss "Fabric Facts"! As a 9-lesson course in identifying, cleaning, spotting and finishing textiles, it's worth its weight in gold. Just fill out and mail the handy coupon.

---

TO: **NATIONAL CLEANER & DYER,**  
305 EAST 45th STREET, NEW YORK 17, N. Y.

Please enter my order for \_\_\_\_\_ copies of "Fabric Facts" at \$1.00 per copy.

☐ Remittance enclosed

☐ Send bill

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_ TITLE \_\_\_\_\_

# MORE SATISFIED CUSTOMERS PER BARREL!

There's two ways to measure out your soap...how far it will go, and how far it will go towards keeping old customers and making new ones.

Chargit is formulated to give maximum QUALITY drycleaning results with a minimum amount of in-plant problems in proportions prescribed. There's no adding, no dabbing for extra quality or strength.

Yes, NU-PRO's Chargit gives you standardized drycleaning...meaning that the last garment that you run will be as good as the first. That's your best measure for MORE satisfied customers per barrel.

Try Chargit...and figure your profits in satisfied customers.

The odorless NU-PRO Chargit is a fast-acting system that affords high soil removal with a simplicity of operation. It adds life and luster to garments by putting back essential oils that are often lost in ordinary cleaning methods. Try NU-PRO in your charge system for trouble-free results.

NU-PRO backs you up with a hard-selling advertising campaign in leading national magazines...It costs you nothing!



NU-PRO Mfg. Co.

2918 Washington Ave.

St. Louis 1, Mo.

# FUR-FEEL is 1<sup>ST</sup> AGAIN FLUFFY electric carder

ADDS THE FINISHING TOUCH TO ORLON-DYNEL, FLEECES, ALPACAS, FUR-FIBERS. SIMPLE TO USE. CARDS AND GLAZES AT THE SAME TIME. THERE'S NOTHING TO TUFTED FOR FLUFFY.

## FORMULA 101

Amazing new pre-spotter. Moves collar, cuff & hem line soil. Other difficult stains. Wet & dry side. Ideal with all systems . . . on all problem fabrics.

## FORMULA 404

Heat conditioning insulator spray. After cleaning, lets you glaze, cord or finish pile fabrics with heat. Aids in removing tufting, matting, for a new feel & look.

GET THE  
**FLUFFY**  
PACKAGE DEAL  
**\$42.00**

F.O.B. Brooklyn, N. Y.

Get started on finishing pile fabrics Now! You receive FLUFFY plus cleaning-conditioning chemicals for up to 75 garments!

ORDER DIRECT OR SEE  
YOUR JOBBER

Fur-Feel Corp. 231 Eagle St./B'klyn 22, N.Y.  
GENTLEMEN: Send me the FLUFFY package deal. C.O.D. parcel post . . .

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Jobber's Name \_\_\_\_\_

## QUESTIONS and ANSWERS

### Acid Fading

What caused the spot on the shoulder of this ladies' tan suit? Would you recommend dyeing it?—V. C., Montana

The discolored areas on the jacket shoulder have been caused by "acid fading." Acid fading or acid gas fading occurs only on acetate fabric such as the fiber of this sharkskin suit. When the dyestuff used on acetate fiber is exposed for a prolonged period of time to an acid condition, a fading of the dyestuff takes place. As mentioned, in some instances it is from acid gases that cause an acid build-up in the fabric; in others it is because the fabric has come in direct contact with an acid.

The shoulder pads in this garment are the source of the damage. These pads are known as bonded wool shoulder pads because a bonding agent (neoprene) is used in conjunction with the wool felt. Unfortunately, this neoprene bonding agent tends to break down and when it does an acid condition from hydrochloric acid is developed. It is this acid condition in the fabric where it has been in contact with the shoulder pads that has caused the fading. The drycleaning process is in no way at fault in this case.

The only means of restoration is to redye the entire garment.

### Redeposition of Soil

The customer claims we changed the color of this pink sweater to a darker shade during the cleaning process. It was run on the filter together with other sweaters for 15 minutes. Please give us your opinion.—L. C., Princeton, Minn.

We believe there has been a slight redeposition of soil in this garment. Such redeposition is not uncommon and can be attributed to a number of things such as poor filtration, too long a batch run, too high a humidity factor, excessive static, etc. I would also suggest in the future that the running time on such soft sweaters be shortened to about 5 minutes. Sweaters of this type cannot stand much in the way of mechanical action without pilling. Furthermore, very little mechanical action is needed to get them clean.

We placed this sweater to soak in a bath of charging detergent and solvent (about a 10 percent concen-

tration). It was allowed to soak in this bath overnight and then rinsed in clear solvent for five minutes. We believe that the sweater has been brightened up to some extent and should be satisfactory. Any further processing would have to be on the wet side by soaking the sweater in a bath of water and neutral detergent or neutral lubricant. The garment should again be soaked overnight, then squeezed out, rinsed and allowed to dry on a towel.

Many cleaners today are first soaking their sweaters in a strong concentration of detergent and solvent and then merely rinsing them for 5 minutes. This process gives a good cleaning job with a minimum of mechanical action. They are then hung to air-dry or are placed in a drying cabinet.

### Shrinkage and Fading

Can you tell us whether the enclosed swatch of material will shrink or fade in cleaning? The customer claims that we did both.—P. F. D., Bronx, N. Y.

We found no shrinkage whatever in our test sample when it was submitted to drycleaning. When the sample was then soaked in plain water, dried and finished on a steam press, it did not shrink in the warp yarns but the 10-inch sample shrank a half inch in the filler yarns. From this it would seem that no shrinkage would have occurred in your cleaning process; and we are assuming that the garment or fabric was not washed.

So far as the dyestuff is concerned we found that it was fast to perchlorethylene, water, water and neutral lubricant, ammonia, alcohol, and 28 percent acetic acid. The dyestuff therefore should give no problem no matter what the processing.

### Irremovable Dye Stains

During the cleaning process the dye bled from a suede jacket, staining these other garments. Have you any suggestions?—L. F. C., New York

We regret that we have found it impossible to remove these stains. Dye-stuffs from suede jackets are usually soluble on the dry side because they are oil-base dyes. However, the components of such dyes that are soluble in water are similar to tannin compounds and once they have become set



in fabric it seems nothing will safely remove such a stain. I have even experimented with garments stained in a similar manner by going so far as to use the strongest types of bleaches, with no effect whatever.

The stains on these garments seem to be insoluble in all of the common spotting agents we use. It therefore seems unlikely that these garments can be salvaged.

### Coffee Stains on Dress

The customer claims that the stain on this dress is coffee. We treated it as such on the wet side without success. Can you offer any solution?

—G. U. C., North Dakota

The customer is evidently right in her contention that the stains present on this garment are coffee. Examination under ultraviolet light shows that it compares exactly with sample coffee stains as to fluorescence.

To say the least, coffee stains are difficult to remove. They are especially hard to remove from rayon and acetate fiber. In this case the fabric has been made from rayon but has been treated with a resin sizing. This resin often makes stain removal impossible and it is probably the reason for failure in this case.

In treating these stains on the wet side you used the correct procedure. The spotting procedure is first to use water and a neutral lubricant. Then apply 28 percent acetic acid or General Formula. Flush well. Then apply a rust remover and flush well. Beyond this point bleaching is usually necessary, which is impossible on this garment. Frankly, I do not believe chances of removing these stains are very good on this particular type of fabric.

### Prespotting Leather-Trimmed Garments

Could you suggest a method for prespotting white gabardine trousers trimmed with turquoise leather? Also on prespotted colored garments of this type, how can you avoid a brown cast developing in the stained area?

—H. C., Phoenix, Ariz.

The primary consideration in handling leather-trimmed garments is not to cause a bleeding of the leather dye into the fabric. This is of particular concern when the garment is extracted against the white wool fabric. A leather dye stain which is difficult to impossible to remove can be printed off on the wool fabric. The stains from the saddles and stirrups are probably a combination of perspiration, soil and some stain from the leather itself.

To spot such a combination of both wet and dry-type soil I would suggest the use of one of the so-called spray spotters. That, coupled with the action of the charging detergent and solvent, should give a high degree of wet and dry-side soil removal. It might be well to test the leather with a white cloth to see if a bleeding of dye is taking place before extraction. The garments should then be extracted rather lightly and, if possible, the leather should be kept from contact with the white fabric during extraction. This can sometimes be done by using a towel against the leather during extraction. The charge concentration should be adequate to pick

up the moisture of the spray spotter quickly and the solvent should be free of dye, although the latter is of greater concern when cotton fabrics are being processed.

The second problem, regarding a brown cast developing when a colored fabric has been prespotted, sounds as if a color change has taken place. Or, in some instances, as in the case of acetate fabrics, it may even be a color loss on the acetate yarns since these dyes will sometimes bleed when wet and exposed to drycleaning solvent, also from alcohols used as co-solvents in some prespotters. This is particularly true if the charge concentration is inadequate.

ONLY

**GOLDMAN**

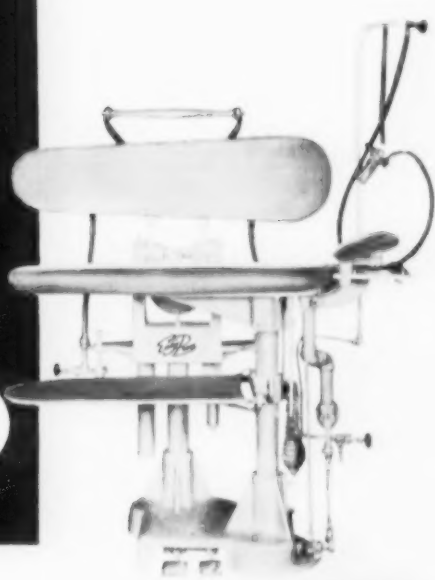
*Easy Press* T.M.

**OFFSET FINISHER**

**HAS**

**VAC-LOC\***

\*REG. T.M.



**ELIMINATES  
COSTLY  
AIR COMPRESSORS!**

**LOCKS  
WITHOUT  
PEDALS!**

**SAVES  
OPERATOR  
TIME!**

**SPEEDS  
PRODUCTION!**

**Plus these  
EXCLUSIVE FEATURES**

- HIGHLY POLISHED ALUMINUM HEAD
- COLD-HEAD, HOT-HEAD
- FULL CORE STEAM CAPACITY
- RIGID, NO-BOLT FRAME
- OILLESS BEARINGS
- HEAVY DUTY SHOCK ABSORBER

Write For Full Details  
and the Name of Your  
Nearest Distributor.

**GOLDMAN**

PRESSING MACHINE CORP.

400 WEST BROADWAY, NEW YORK 12, N. Y.

147

GOLDMAN PRESSING MACHINE CORP.  
400 West B'way, New York 12, N. Y.  
Rush all literature on VAC-LOC and EASY-PRESS.

Firm Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Jobber's Name \_\_\_\_\_

## LEGAL DECISIONS

By A. L. H. STREET

### Liability of Parcel Deliverers

If a cleaner uses a delivery service is he bound by the agreed-upon liability limitation set by the company?

This depends on the type of service used. Some companies charge a uniform rate for all users, according to delivery zones and based on time and distance. They also stipulate that liability for loss of an article will not exceed a fixed amount. Under such a system, a cleaner would not be given the opportunity to have his parcels handled at a higher valuation by paying a higher delivery charge.

Does this fact make the delivery company a "common carrier" and invalidate the agreed-upon liability limitation? Yes, according to a decision by the City Court of New York, New York County, in the case of *J. De Lea & Co., Inc. v. Western Union Telegraph Co.*, 157 N. Y. Supp. 2d 791. The decision is subject to review

and possible annulment in a higher court, but the court's reasoning and citation by decisions by higher New York courts is impressive.

A furrier has a standing arrangement for delivery of parcels to its patrons by the telegraph company's messenger service, on terms like those stated above. Through negligence of a messenger a mink coat was stolen before the delivery address was reached. Presumably, the furrier became liable to the owner of the coat for in excess of \$100, for the furrier sued the telegraph company for the reasonable value of the garment. The court awarded him judgment for \$3,500, the undisputed value of the coat.

The gist of the court's reasoning: The law does not permit a "common carrier" to limit its liability to a fixed amount less than the value of goods carried unless option is given the shipper to secure a higher valuation

by paying a higher rate. The telegraph company should be regarded as a common carrier as to its parcel delivery service.

But, assuming that the company was a mere "bailee," custodian—just as the furrier bore the relationship of bailee to the owner of the coat—the \$100 liability limitation was void because the company could not escape liability for loss due to its own or its employee's negligence by exacting an agreement that its liability should not exceed \$100.

By the same token, under New York law, a cleaner cannot escape liability for the actual value of garments negligently lost by his employees by exacting an agreement on a grossly inadequate valuation.

### Lien Rights

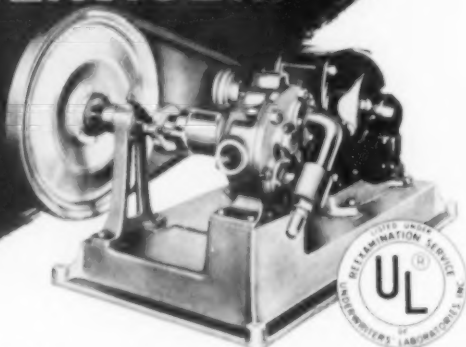
Please discuss some of the aspects of lien rights as they apply to drycleaners.

Here is a case involving a cleaner's lien rights under somewhat unusual circumstances. The plaintiff, a Trenton, N. J., department store, leased its fur department to a concessionaire, who operated it as if it were run by the store.

During the three years before he went bankrupt, he sent customers' garments to the defendant cleaner for processing and storage. When the store took over the department, the

**FOR  
HIGH VACUUM  
SERVICE...**

**SPECIFY  
VIKING  
PUMPS**



It will pay you to specify Viking Pumps because they will give good, hard service and maintain the needed high vacuum so necessary for vacuum still pumps . . . as many dry cleaners can testify.

Over the years, Vikings

have proved themselves by better pumping performance. Many thousands of dry cleaning plants are depending upon Vikings for this service. You will find them dependable too. Write for bulletin Dq today.

For Sales and Service see



**VIKING PUMP COMPANY**

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.  
See your classified Telephone Directory.

### Legal Book Ready

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has just been published by The NATIONAL CLEANER & DYER. Based on Mr. Street's monthly department in this magazine, the book comprises the author's replies to numerous reader inquiries about specific legal problems. These answers cite the decisions of our courts in similar cases, for the guidance of the drycleaner and his attorney.

The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER & DYER  
305 E. 45th St., New York 17, N. Y.

defendant had on hand 412 garments for which \$622.50 storage charges were due. The concessionaire also owed the defendant \$3,232.55 for garments that had already been returned to the customers. The cleaner refused to turn over to the store the remaining items of apparel unless the store would pay the total owing the cleaner from the concessionaire, \$3,855.05.

The store offered to pay the \$622.50 charges due on the 412 garments held by the cleaner, but at first refused to pay the entire claim. However, the store finally paid the full amount demanded, in order to return the garments to the owners who were clamoring for them. Because many, if not all of the owners, naturally supposed that the fur department was operated by the store, the owner stood to lose a lot of goodwill unless they were satisfied. Under this pressure, therefore, it paid the full amount. The store then sued to compel the cleaner to refund the \$3,232.55.

The Appellate Division of the New Jersey Superior Court decided that the store was entitled to the refund. (S. P. Dunham & Company v. Kudra, 131 Atl. 2d 306.)

There is a general rule of law that one who voluntarily pays a claim that he does not actually owe cannot sue to get the money back. But if he pays the claim involuntarily, through some form of compulsion—known in law as "duress"—he can compel a refund. An extreme example of duress is where one pays money under threat of physical injury. But the courts say that a payment can be regarded as involuntary, if it is made under "business compulsion." The New Jersey court said that such was the case here. The department store's prestige would have been seriously injured had it not secured immediate return of garments for delivery to the owners.

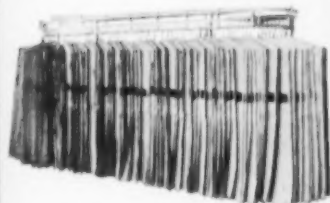
Of course, if the cleaner had had a lien against the 412 garments to secure payment, not only for servicing them but for the unpaid charges on garments that had been redelivered, he would not have been required to refund anything. However, the court said that no such lien existed. The New Jersey statute giving a lien to processors of fabrics, furs and so forth did not apply. Nor did the case come within the rule that under certain circumstances one servicing goods and returning part of them may enforce a lien against those retained to secure payment of charges for servicing all. (That rule would probably apply where a cleaner receives several articles from a single customer and has returned some of them without being paid the charges applicable to them.)

ANY CUSTOMER ORDER DELIVERED IN  
**15 Seconds or Less!**



**White**  
Automatic Conveyors  
Give You a  
**Lightning Fast  
CALL OFFICE**

#### FOR GARMENTS



White "STOR-U-VEYOR" Automatic call office conveyor and storage rack for hanging garments. Gives you to 40% more hanging capacity. Models up to 600 orders.

#### FOR LAUNDRY BUNDLES

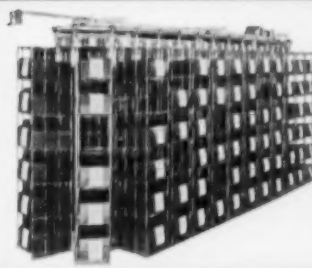
**NEW** White "PAK-U-VEYOR"

Automatic call office conveyor and storage bins for laundry bundles.

#### HERE'S AUTOMATION PLUS A COMPLETELY NEW LOOK FOR YOUR PLANT!

With "White" conveyors, your call office transactions (for drycleaning, shirts or laundry) are completed in seconds. And... your customers are positively amazed at the speed and efficiency of your service.

#### FOR SHIRTS

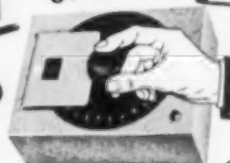


White "SHIRT-U-VEYOR" Automatic conveyor and storage bins for packaged shirts. Models for 750 to 3000 shirt capacity.

**Dial YOUR ORDERS**

**White**

**U-Dial**



Amaze your customers! Merely dial the order and it's brought to your counter automatically.

#### GET THE FACTS...

Mail Coupon for Complete Information

#### MAIL COUPON TODAY

**WHITE MACHINE COMPANY, INC.**  
14th St. & Lafayette Ave., Kenilworth, N. J.  
Please RUSH complete information on your Call Office Conveyors. N-77

FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
YOUR JOBBER \_\_\_\_\_

### Davies-Young Honors Tull, Friedlander



JOSEPH C. TULL



J. M. FRIEDLANDER

Joseph C. Tull, sales and service technician, and J. M. Friedlander, sales promotion manager of the Davies-Young Soap Co., Dayton, Ohio, have been awarded five- and one-year service pins respectively. J. R. Young, sales manager of the Buckeye drycleaning division, made the announcement.

Mr. Tull has 26 years experience in the drycleaning field. He was engaged in both plant operation and the selling of drycleaning supplies before joining

the company in 1952. Since then, he has represented the firm in Midwestern states. As of May 1, 1957, his territory includes the states of Missouri, Kansas and Oklahoma. He makes his headquarters in Kansas City, Kans.

Mr. Friedlander operated the Paramount Dry Cleaning Co., Hamilton, Ohio, before joining the company a year ago. He was appointed to the newly created post of sales promotion manager.

### Carman-Conley Names Smith, DeLashmit



RICHARD P. SMITH



ROBERT DeLASHMIT

The appointment of Richard P. Smith as sales representative in Indiana has been announced by J. Robert Conley, vice-president of Carman-Conley, Inc., Chicago, Ill. Mr. Smith was formerly employed by a leading allied trades supply manufacturer and is well known in the Indiana territory. He is a graduate of Lafayette College.

At the same time it was announced that Robert DeLashmit has been given the post of office manager of the Indianapolis branch. He will be in charge of all office and warehouse management at this location. A graduate of Purdue University, Mr. DeLashmit has been an associate of Carman-Conley for the past three years.

### International Reports Peak Sales Month

Truck domestic sales for April reached nearly \$53 million to become the highest monthly figure in the history of the motor truck division, International Harvester Company, Chicago, Ill.

"This record month followed the recent introduction of our new A-Line of light and medium-duty models," said L. W. Pierson, manager of motor truck sales, "and is especially significant because it came during the first month of our motor truck fiftieth anniversary year celebration."

### American Organizes New Rug Equipment Section

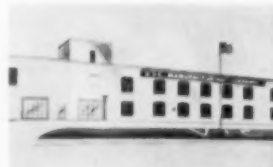
A new department for manufacturing rug dusters, dust collectors, rug wringers, rug sizing rolls, nap brush rolls, rug dry-room conveyors and other accessory rug equipment was recently announced by J. M. Garvey, president of The American Laundry Machinery Company, Cincinnati, Ohio. Operating in conjunction with America's long-established rug cleaning equipment department, the new manufacturing department is located at the company's Factory 2 in Cincinnati.

Clarence A. Ketchum, formerly development engineer on rug equipment in the general engineering department, has been selected to supervise manufacturing in the new rug department. Mr. Ketchum brings to his new position a background of many years experience and valuable field experience in rug equipment engineering.

Lew Collins, for many years manager of the rug cleaning equipment department, continues his managerial duties in this capacity. As manager, Mr. Collins coordinates sales activities and assists the sales force in selling rug equipment.

Also actively affiliated with the new department is K. C. Jones, a new addition to the American Company. Previously president of a rug cleaning machinery manufacturing company, Mr. Jones is a staff member of the general sales department, and handles engineering work on rug equipment in that field.

### Future Vic Building



The architect's drawing shows how the new Vic building will look upon completion early this summer. This structure represents an addition to the Vic Manufacturing Company plant in Minneapolis, Minn., which will nearly double present facilities.

Founded in 1927 by Charles Victor, Vic Manufacturing Company began in a small machine shop, where the first Vic drycleaning machine was made. Later the manufacturing facilities were moved to a garage where the founder's son, Oscar, built the units, while Charles went on the road to sell them. The company has since grown to one of the largest manufacturers of synthetic drycleaning equipment, employing 150 people in its plant.

### Drew Marks Fiftieth Year



D. A. COAPE ARNOLD

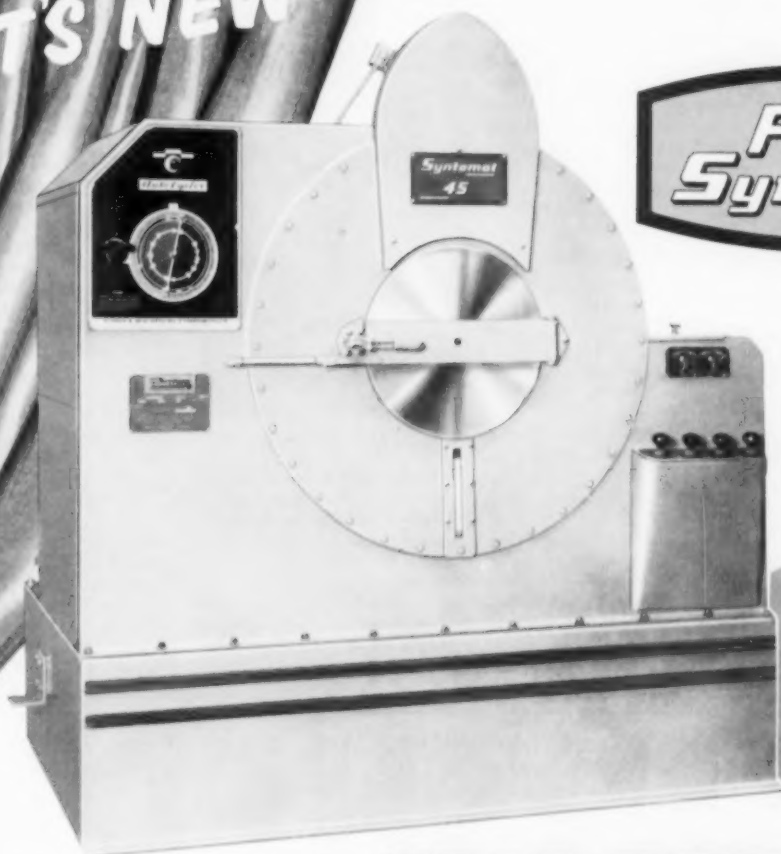
To celebrate its golden anniversary, E. F. Drew & Co., Inc., recently held an open house at its main offices in Boonton, N. J. As part of the day's activities guests were taken on a guided tour of the plant.

Established in 1907, the firm specialized in coconut oil and its derivatives in the early years. It has since expanded opera-



**For Synthetic Solvent Cleaners**

**IT'S NEW!**



*The*  
**P-45**  
**Syntomat**

**IT'S  
COMPLETELY  
AUTOMATIC!**

*by* **WASHEX**

This new, 45 lbs. per load\* packaged unit offers *all* the benefits essential for efficient operation:

**DEPENDABLE, HEAVY-DUTY  
CONSTRUCTION FOR WHICH  
WASHEX IS RENOWNED!**

Sturdy, two-motor drive *without* troublesome overrunning clutches or gears that need periodic replacing.

**OPEN-POCKET CLEANING,  
REVERSING CYLINDER!**

Thorough, but gentle, cyclonic whirl action—there is just nothing better!  
For varying loads, the solvent level is adjustable.

**THE ULTIMATE IN  
PRODUCTION EFFICIENCY!**

Loading and unloading *in less than a minute*. No weighing and balancing of loads!

**AUTOMATIC AUXILIARY  
EQUIPMENT!**

A *full size* WASHEX tube filter equipped with automatic actuator to transfer the filter muck directly into the *self-dumping* sludge cooker. No more messy muck handling!

\*Also available for 65 and 100 lbs. per load.

Write for more information on WASHEX Auto Cycler that brings Automation *with full flexibility* into your plant. Just tear out this ad, attach to your letterhead, and mail to—

**WASHEX MACHINERY CORPORATION**

**192 Banker Street, Brooklyn 22, N. Y.**

7-141



tions in the general oils and chemical field through the conversion of its byproducts. The firm markets several products for the drycleaning industry, including detergents, sizings, spot-removers and paint removers.

D. A. Coape-Arnold (shown here) is executive vice-president of Drew. He joined the firm in 1955 as assistant to the president, E. F. Drew.

#### Excelsior Appoints Stein



ROBERT K. STEIN

Excelsior Machinery Company, Detroit, Mich., has announced the appointment of

Robert K. Stein of Manufacturers Associates, 527 Santa Maria Rd., Arcadia, Calif., as West Coast representative. Mr. Stein will cover California, Oregon, Washington, Nevada and Arizona for Excelsior.

Mr. Stein was formerly employed as assistant sales manager of a well-known equipment manufacturer, working with distributors from coast to coast. His present plans for Manufacturers Associates call for working only with distributors and their salesmen.

#### Pennsalt Changes Name

Pennsalt Chemicals Corporation has become the new official name of the Pennsylvania Salt Manufacturing Co., Philadelphia, Pa. According to a company spokesman the objective of the change is to provide a name more descriptive of the company's present activities as a major producer of chemicals for industrial, farm and home use.

Also announced was the reelection of four directors: Francis Boyer, president, Smith, Kline & French Laboratories; William P. Drake, president, Pennsalt Chemicals Corporation; Charles B. Grace, presi-

dent and treasurer, Heintz Manufacturing Company, and Fred C. Shanahan, vice-president, Pennsalt Chemicals Corporation.

#### Australian Chairs Washex Distributor Meeting



R. H. AMOTT

The participation of R. H. Amott of Cheltenham (Melbourne) Australia, as honorary chairman sparked the luncheon meeting for all Washex distributors during the NID Convention in Atlantic City. Mr. Amott is the proprietor and general manager of R. H. Amott Pty. Ltd., manufacturer and distrib-

utor of Washex machines in Australia.

In addition to serving as honorary chairman at the meeting, Mr. Amott spoke on the drycleaning industry of today in Australia, its promising future and some of the experiences of his company since starting business in 1949.

#### Divco Assigns Dealers

Roy H. Sjöberg, vice-president and director of sales for Divco Truck Division of Divco-Wayne Corporation, Detroit, Mich., has announced the following newly authorized dealers.

They are: Southern Truck Company, 1808 Meeting St., Charleston, S. C.; Shuman Carriage Company, Limited, Box 2420, Honolulu, Hawaii; Custom Trucks, Limited, formerly of 8377 Granville, Vancouver, B. C., Canada, now at 3485 W. Broadway, Vancouver.

Mr. Sjöberg also reported that Samuel G. Seastrand, a veteran sales representative with Divco since 1932, and a former Divco branch manager at Jersey City, N. J., has retired. Frank Curran succeeds him and is located at Divco Service Center, 480 Chancellor Ave., Irvington, N. J.

# VANISHED!

Stains . . . Spots . . . Blood, Ink, Rust, Paint—

## SOLVINK SOAKS 'EM OUT IN SPLIT SECONDS!

No pounding . . . no rubbing . . .

Even the experts call Solvink a spotting miracle!

It's fast! It's gentle! It's safe! It's economical!

And it's fabulous! Spots . . . stains simply vanish without harm to finest fabrics or colors when "Solvinked" as per directions.

Cut your spotting time! Cut your finish costs! Give a trial order to your jobber and watch a miracle pull new profits out of hiding for you. Only \$2.25 for the half-pint set of two solutions. Comes also in pints, quarts, gallons. For sample, send coupon below.

There's lots of profit for you in these companion products, too.

TANSOL—for tannin stains  
GREENZYME—Digestant

IODASE—for iodine stains  
SIZ-IN—Hot size

Free  
Solvink  
Sample  
for  
Shopties

Greenville Chemical Co., Greenville, S. C.

I'm interested. Send me free Solvink 2-bottle sample for test without obligation

Name \_\_\_\_\_

Address \_\_\_\_\_



GREENVILLE CHEMICAL COMPANY  
POST OFFICE BOX 1087, GREENVILLE, SOUTH CAROLINA



**DRY STORAGE?**

Join the hundreds of  
plantowners who go for  
Reliable's new dry  
storage plan. It's  
safe . . .  
sure . . .  
practical . . .  
because of . . .

**No Costly Refrigeration!**  
**No Costly Installation!**  
**No Costly Insulation!**  
**Inexpensive Construction!**

You save thousands of  
dollars. For cloth, wools,  
boxes, furs and rugs.  
Write for details.

**RELIABLE MACHINE WORKS, INC.**

231 Eagle Street  
Brooklyn 22, New York

#### Belina Joins National Marking



MARK BELINA

The National Marking Co., Cincinnati, Ohio, recently added Mark Belina to its staff of sales representatives. He will cover Ohio, Kentucky, West Virginia, lower Indiana, Illinois and St. Louis.

Mr. Belina comes to the company with 10 years experience in the sale of mechanical products. In preparation for his new responsibilities, he has just completed an extensive training program in the company's factory and offices.

#### Hoyt Wins Award

At the annual award dinner held by the National Federation of Advertising Agencies, Bandera, Tex., Hoyt Manufacturing Corporation, Westport, Mass., captured the Silver Award for its Jean Smart series of advertisements. A panel of eight judged the entries. Horton, Church & Goff, Inc., Providence, R. I., is the company's advertising agency.

#### Emery Man Retires

William H. Shields, assistant to the research director of Emery Industries, Inc., Cincinnati, Ohio, has announced his retirement. A veteran of 32 years with Emery, he is well known throughout the drycleaning, chemical and textile industries.

Mr. Shields joined Emery's research staff upon graduating from the University of Cincinnati in 1925. After spending several years in Emery's New York and Charlotte, N. C., sales offices he returned to the research department in 1941. In 1943 Mr. Shields was appointed assistant research director, heading Emery's textile and Sanitone research department.

#### Risdon Appoints Representative



STANLEY SIMON

The Risdon Manufacturing Company, Naugatuck, Conn., has assigned Stanley Simon as sales representative for the drycleaners' and laundry supplies in the states of New York, New Jersey and Pennsylvania. As the former owner of Tru-Color Dye Works, Mr. Simon is widely known in the industry. He will make his experience available to jobbers and distributors for field and technical work in the areas he will cover.

#### Forse Buys Velocity Steam

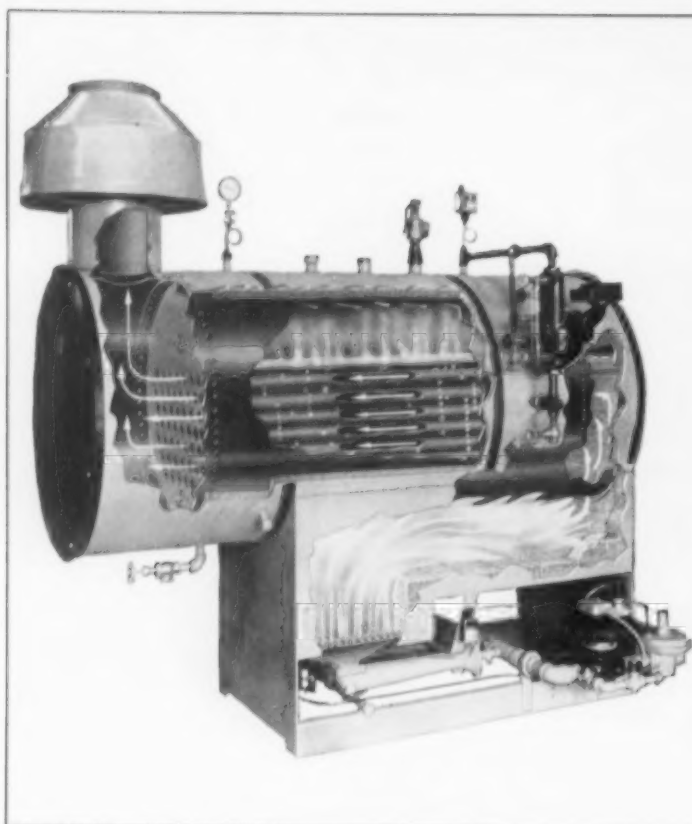
The Forse Corporation, Anderson, Ind., has announced the acquisition of all engineering, manufacturing and sales activities, as well as the patents of Velocity Steam Production Engineering, Inc., Chicago, Ill. News of the purchase was released in a joint announcement by Forse president H. Don Forse and Velocity Steam founder and president Paul Harrison.

Forse officials state that all Velocity Steam parts and equipment have been moved into Plant Number Two in Anderson. Production is scheduled to start in the near future.

#### SLRA Plans Meeting

The Suede and Leather Refinishers of America will meet for its third annual clinic in Chicago, Ill., August 3, at the Furniture Club of America in the American Furniture Mart. The all-day session will consist of a round-table discussion of technical problems in the morning, followed by an afternoon meeting devoted to business problems encountered by members of the group.

The evening session will cover the various SLRA projects



## GAS FIRED LATTNER HRT

See —

the simplicity of design.  
the large amount of heating surface.  
the quiet atmospheric gas burners.  
the simple control setup.  
the factory installed combustion chamber.  
the rock wool insulated jacket.  
an HRT boiler all in one piece.  
the boiler that "coasts" with the load.  
sizes 3 H.P. to 50 H.P.

**Dealers Most Everywhere**

**P. M. Lattner Mfg. Company**  
Cedar Rapids, Iowa

already in work and future association business, as well as election of the board of directors for the coming year.

### Wilcox Named Sales Director



LEONARD WILCOX

Leonard Wilcox was recently appointed director of sales for Zimmerman Products, Cincinnati, Ohio. A graduate of Tufts College, Mr. Wilcox was formerly associated with Rubber Craft Corp. of California, where he headed new-products research.

Mr. Wilcox is currently active in the distribution and sales of Zetone.

ment, all special options and accessories offered on Chevrolet half-ton pickup models will be available.

Types of bodies adapted to the new longer wheelbase unit include small vans, special size platforms, enclosed box designs and many other types that cannot be accommodated by the conventional half-ton truck.

For further information write to Chevrolet Motors Corporation, General Motors Bldg., Detroit 2, Mich.

### Handiform Shows Clipits

A clear plastic clothing clip is being offered by Handiform Plastics Corp., according to an announcement by Percy Goldmann, president of the firm. Clipits slip over garment and hanger and hold the item firmly on the hanger by pressure. When the Clipits are removed they leave the garment without pin or tag marks and wrinkle-free.

Free samples of Clipits may be obtained by writing to Handiform Plastics Corp., 389 Fifth Ave., New York, N. Y.

### Warco Presents "Size-Rite"



As an addition to its line of drycleaning chemicals, Warco

Laboratories has introduced a new product called Size-Rite. According to D. J. Ramsey, national sales manager of Warco, Size-Rite is a sizing for use on the dry side with both regular and synthetic solvents. Mr. Ramsey also states that the sizing is a nonyellowing, thermoplastic resin and can be applied in the wheel, by immersion bath or by spray gun.

Address further inquiries to Warco Laboratories, 13609 S. Normandie Ave., Gardena, Calif.

### Stadham Cov-A-Pad

Cov-a-pad, a new combination cover and foam rubber pad for drycleaning presses, has been introduced by the Hexagon Division of the Stadham Company. Stadham claims that with Cov-a-pad weekly padding and cover changes are eliminated and the foam rubber pad creates a softer cushion to eliminate broken buttons and damage to zippers. It comes in a choice to two covers, either Asbestall or Stadspun D, fine weave, nonslip nylon, specially

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

NATIONAL CLEANER & DYER

treated. The cover can be washed without removing it from the press. There are sizes to fit all drycleaning presses, and they can be installed in less than three minutes.

For complete information write to Hexagon Division, The Stadham Company, 1825-31 N. 20th St., Philadelphia 21, Pa.

### New Catalog From Small Equipment

"The Speedy Way to Greater Profits" is the title of a new catalog now available from Small Equipment Company, a division of The American Laundry Machinery Company.

This catalog describes in detail the construction, operation and maintenance features of the new stainless-steel Speedy Washers. According to the manufacturer, controls are simplified for faster, easier operation and reduced maintenance.

The catalog also includes information on Wee-Wash-It "Drive-in, Drop-off" laundries. It outlines the help Small Equipment Company offers in planning, selection of location and equipment, operator training and financing.

For a copy of the booklet write to Small Equipment Com-

pany, Division of The American Laundry Machinery Company, 5010 Section Rd., Cincinnati 12, Ohio.

### Finishing Booklet Issued



Manitowoc Engineering Corp. recently published a booklet announcing its new line of finishing equipment. The addition of these presses, puff sets, spotting boards and spotting guns develops a full line of drycleaning systems and independent equipment manufactured by the firm.

The new four-page booklet outlines all of the new items, highlighting the features of each. The bulletin may be ob-

tained by writing direct to Manitowoc Engineering Corp., Manitowoc, Wis.

### Siza-Tex Used in Wheel

National Cleaners Chemical Manufacturing Co. announces the marketing of Siza-Tex, a new liquid sizing for processing complete single loads in the wheel in five minutes. With Siza-Tex no extra handling or special equipment is required, the company states.

The product contains a brightening agent, NT-400, that is also said to restore body. It has been thoroughly tested both in the laboratory and in the field.

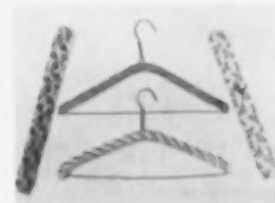
For more information write to National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago 12, Ill.

spring mechanism that feeds staples as the gun's trigger is squeezed.)

Arrow's new high-tension spring steel mechanism is designed to put sufficient pressure on the engaging catch of the pusher rod so that it cannot be jarred loose.

For further information write to Arrow Fastener Co., 1 Junius St., Brooklyn 12, N. Y.

### Personalized Hanger Covers



A personalized hanger cover, called Hanger-Ads, has been developed by Art Anson, Inc., 1901 S. 12th St., Allentown, Pa. These hanger covers serve as a good public relations medium, according to Anson, because the customer sees them each time he goes to the closet. The personalized covers serve a dual purpose: safe delivery (no slipping or wrinkling) and a lasting reminder of who did the work.

SEND  
FOR DYEING  
GARMENTS  
TO

**ALMORE  
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.  
Leon Tolchener, President

Continuously in Business since 1919

*...the dyeing name of undying fame*

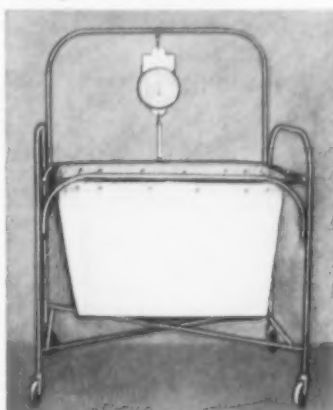


## For Long Economic Service Use Newhouse Quality Products

### NEW NU-WEIGH DELUXE BASKET

All steel frame. Removable heavy duty canvas basket has 10-bushel capacity. Sturdy hanging scale weighs up to 150 lbs. 4 inch ball-bearing casters for easy rolling.

Price **\$129.50**



### NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Send for '57 Catalogue



Also NU-WEIGH ECONOMY HANGING SCALE **\$39.75**

with stand add \$15.00

Basket alone \$22.00

Scale alone \$18.00

Send for our  
1957 Catalogue



Track Down and Find  
Electrical Troubles Fast  
with the new, All-in-One

### CIRCUITRACER

Locates good or bad fuses, grounds, shorts, etc. Only inexpensive instrument which can be used on all types of circuits—dead circuits, high or low voltage live circuits. Comes complete with 12-page instruction booklet, "Tracer Tips." Satisfaction guaranteed or your money back.

**\$4.95**

Add 25¢ for set of 2 batteries

Sold through all Drycleaning & Laundry Jobbers.

U.S. Pat. No.  
2,763,834



## NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.



### UNIPRESS *Glide-O-Matic* 2 OR 3 GIRL SHIRT FINISHING UNIT

Produces quality finished shirts in seconds! The compact Glide-O-Matic is easy to use... saves floor space and cuts operator steps... real profit-making features for you! Write for details.

Finer Finishing Faster with  
**The UNIPRESS Co.**  
2814 Lyndale Avenue  
Minneapolis 8, Minnesota

## PEOPLE AND PLACES

### NORTH WEST



John Duman has purchased Harvey's Cleaners, located in the Ailor Bldg., Cottonwood, Idaho, from Mr. and Mrs. Harvey Puryear. The name of the establishment has been changed to Archie's Cleaners.

Robert R. Skopil and his father, Otto, have opened Skopil's Eu-

gene Cleaners, a new drive-in at 2605 Williamette St., Eugene, Ore. The Skopils will continue to operate their shop at 245 E. Broadway.

Sun Cleaners & Dyers, 113 Ninth St. S., Great Falls, Mont., has installed new equipment.

### NORTH EAST



James LaRue has sold his interest in L. & B. Cleaners, located on North St., Walton, N. Y., to Ray Baldi.

Adam A. Skasik has opened a drycleaning establishment at Buchanan Pike and Bagwell Ave., Clarksburg, W. Va.

Joseph "Doc" Gazzara has announced the opening of Doc's Drive-In Cleaners, 214 S. Egg Harbor Rd., Hammonton, N. J. The plant was previously located on N. Egg Harbor Rd.

United Cleaners, Inc., has opened a new drive-in at 242 Broadway, Menands, N. Y.

Mr. and Mrs. Pat Kinney are the new proprietors of Alden (N. Y.) Cleaners. Former operators were Mr. and Mrs. Joseph Ellis.

Parkview Cleaners and Laundromat has been opened at 212

Maine St., Brunswick, Me., by J. Frank Doyon.

A grand opening was held recently by Stanley Paton and Larry Barz at Clean-O-Matic, located on Route 10, Whippany, N. J.

Guy and Regis Tornabene have opened a drycleaning establishment at 344 Station St., Bridgeville, Pa.

An open house was held recently at Fairway French Cleaners and Shirt Launderers, 208 Glen St., Glen Cove, N. Y.

Joe Hollander has opened a drycleaning establishment at 500 Myrtle Ave., New York, N. Y.

Park Cleaners, 33 Main St., Silver Creek, N. Y., has been purchased by Frank and Frances Barone from Anthony and Angela Saletta.

NATIONAL CLEANER & DYER





## You'll get your investment back in two years... Fredrics did, with **BRAUN UNIT KLEEN!**

### WASHER-EXTRACTOR

Fredrics Cleansers, Inc., Jamaica Plain, Mass. dry cleaners, bought a No. 150 Braun Unit Kleen in November, 1955. By November, 1957, savings made by Unit Kleen will have paid for the cost of the equipment. Says Herman York, Fredrics' branch manager: "... with the combined savings of labor and material costs, not to mention the tremendous improvement of quality, the new equipment will pay for itself in two years."

Here are the savings: One Unit Kleen has replaced two 36 x 54 washers and a 36 extractor. One man working 8 hours replaces 2 men working 7 to 8 hours each. Operating costs cut to 1.3¢ per pound. And don't forget the "tremendous improvement" in the work done.

In your business, too, savings made by a Braun Unit Kleen will continue for many years after the equipment has paid for itself. There's a size for every operation—and whatever degree of automation you desire. For full information, write us today.

## G. A. BRAUN, INC.



Pioneer in Automation  
461 E. Brighton Ave., Syracuse, N. Y.

G. A. Braun (Canada) Ltd., 2 Drummond St., Brantford, Ontario

G. A. Braun, Inc. Dept. 57  
461 East Brighton Ave., Syracuse, N. Y.

Gentlemen:

☐ Send full information on Braun Unit Kleen  
☐ Without obligation to me, have your representative call.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

A grand opening was held recently at Star Drive-In Cleaners, Wantagh, N. Y., by Philip Zarahn.

Like-Nu Cleaners, Central St., Southbridge, Mass., owned by Louis Ciprari, has purchased Star Cleaners, Inc., 11 Negus St. in Webster.

An open house was held recently at Imperial Drycleaning, E. State St. and Taylor Ave., Sharon, Pa., by Louis A. Stein and his son, Martin. The plant recently completed an expansion and modernization program.

Transfer of ownership of Park Cleaners, 33 Main St., Silver Creek, N. Y., from Anthony and Angela Saletta to Frank and Frances Barone has been announced.

Sidney Levy and Joseph Blandino have opened a drycleaning establishment at 255 Central Ave., Jersey City, N. J.

Announcement has been made of the purchase of Doug's Old Forge (N. Y.) Cleaners, located on Main St., by Armand J. "Chum" Cameron from M. D. "Doug" Cameron.

An extensive modernization program has been completed at

Real French Cleaners, Inc., Sunbury, Pa.

A certificate has been filed for the conduct of Better Dry Cleaners, Elm & Main Sts., Eldred, Pa., by Cyril Gray and Betty Smith.

Coronet Cleaners, 605 E. Eighth Ave., Homestead, Pa., has completed a renovation program, according to Joseph Fine, proprietor.

Esposito's Cleaners of Kingston, N. Y., has opened a branch office at 79 Main St. in New Paltz.

A grand opening ceremony was held recently by Wilkins-Castle-Wilkins, Inc., drycleaning firm, at 581 Main St., Oneida, N. Y.

A drycleaning establishment has been opened at 322 W. 145th St., New York, N. Y., by Mr. Brooklyn.

A drycleaning establishment has been opened at 69 E. 125th St., New York, N. Y., by Morris Slater.

An open house was held recently at Bill's Drive-In Cleaners, Hempstead Turnpike, Levittown, N. Y.

## BOCK-O-MATIC 85

85 LB. (DRY WT.) CAPACITY

- SELF-BALANCING
- FLUID DRIVE
- OVER 1625 RPM
- DEEP 30" BASKET
- FULLY AUTOMATIC

SEE YOUR DEALER FOR DETAILS

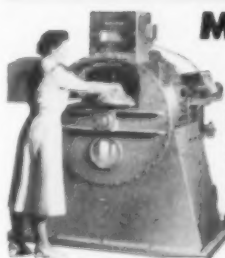
BOCK  
LAUNDRY MACHINE CO.  
TOLEDO 2, OHIO



10, 15, 25, 50, 85 LB. EXTRACTORS

## MONEY MAKERS

by Bill Glover



Bill Glover 5204 E. 15th St.  
Kansas City, Mo.

Please send us information on:

LAUNDRY	DRY CLEANING
<input type="checkbox"/> WASHER EXTRACTORS 60-100-200 lbs. capacity	<input type="checkbox"/> AUTOMATIC AIR FORM
<input type="checkbox"/> OPEN-END WASHERS 25-40-60 lbs. capacity	<input type="checkbox"/> SPOTTING MACHINE

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

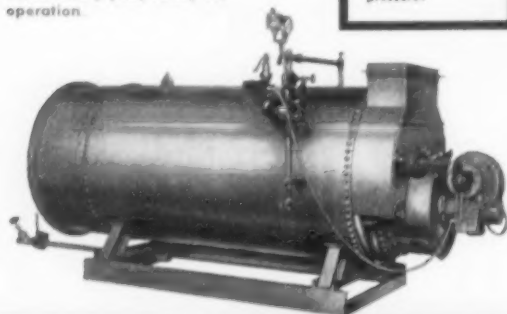


## Scotch Marine Boilers

WITH OIL BURNER AND AUTOMATIC CONTROLS  
FOR NO. 2 OIL

Reduce your installation and maintenance costs by buying a real Scotch Marine Boiler with Oil Burner and Automatic Controls. Factory wired and piped, ready for operation.

Made in nine sizes from 10 H.P. to 80 H.P. 100 lbs. working pressure. 125 lbs. working pressure.



**LOOKOUT BOILER & MFG. CO.**  
CHATTANOOGA 1, TENN.

MANUFACTURERS OF  
VERTICAL TUBULAR, VERTICAL TUBELESS, AND  
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

## STORAGE VAULT, FUR AND SYNTHETIC CLEANING SUPPLIES

Haertel's Storage Vault and Fur cleaning supplies put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
- POLAR SHEEN process for finishing
- FUR CLENE cleaning fluid
- TRI-X FUMIGANT

and Cleaning bags • Sponges • carding brushes • coat hangers • garment number guides • storage boxes • button covers • garment tags • storage receipts • and a complete advertising kit.

**WALTER HAERTEL COMPANY**

2840 Fourth Avenue South, Minneapolis 8, Minnesota

YOU GET  
**MORE**

IN THE RIGHT PLACES  
WITH  
**REMA  
AIR VACUUMS**

REMA CORPORATION  
Norwalk, Conn.



### AIRCRAFT-TYPE TURBINE

Flush-welded, all-aluminum high velocity impeller. Features a fixed hub, machined keyway (can't slip) and revolves at 3450 R.P.M.

**Dri-Vac**  
TYPICAL AIR TURBINE

## INCREASE PROFITS WITH **BERLOU** MOTHPROOFING SERVICE

Since 1930; used by MORE professional mothproofers than all other mothsprays combined. Mail this ad with your letterhead for your copy of Berlou's Profit Builder Plan. Berlou Mfg. Co., 435 Monroe Street, Marion, Ohio. In Canada, The Berlou Company, Ltd., London, Ontario.

### SOUTH EAST



The sixth branch of Louisiana Cleaners will be opened in the Childs-Big Chain Warehouse Super Market Center, Hollywood Ave. and Mansfield Rd., Shreveport, La. Jere R. Cage and William M. Blackman are the owners.

Mr. and Mrs. A. C. Matyas have purchased Reliable Cleaners, 515 Canal St., New Smyrna Beach, Fla., from Mr. and Mrs. R. L. Poitevint.

Bell Dry Cleaners, Gainesville, Ga., is now housed in a new \$100,000 plant on E. Washington St. The plant is operated by brothers Herbert and Mark Bell, assisted by Dan Bell.

Clarence Alverson has opened a drycleaning establishment at 325 Ashland, Lexington, Ky.

### NORTH CENTRAL



A grand opening was held recently at the new branch of Grand Cleaners, Nameoki Rd. and Leonard Ave., Granite City, Ill. The firm also remodeled its original plant, 23rd St. and Grand Ave.

establishment at 113 W. State St., Geneva, Ill.

Mr. and Mrs. John Stout have announced the sale of Stout Cleaners, Waynetown, Ind., to Robert Malone. The firm will be operated as Band Box Cleaners.

Basil Carney and son, Bruce, have purchased Curley's Drive-In Cleaners, Inc., Marysville, Mich. Basil has operated Carney Cleaners in Yale for 23 years.

Royal Cleaners held a grand opening recently in its new location on S. Hastings. The establishment is operated by Mr. and Mrs. Robert H. Alf.

Esther M. Street has purchased Reynolds Cleaners, 214 W. Main St., Cambridge City, Ind. Mr. and Mrs. Ed H. Reynolds, former owners, are retiring.

Dial 1-Hour Cleaners has opened a branch at 5615 Turney Rd., Garfield Heights, Ohio. Frank Dubasik is president of the firm, which has its main plant at 235 Broadway in Bedford.

Sale of Fritz Cleaners, 1308 12th Ave., Monroe, Wis., by Clifford M. Fritz to Willard G. Mauermann has been announced.

Lloyd A. Holman has purchased Pataskala (Ohio) Dry Cleaners.

Ruth C. and Donald J. Reilly have opened a drycleaning es-

Uptown Cleaners and Laundry has opened a new drive-in

NATIONAL CLEANER & DYER

## FORMULA

# 101

**PRE-SPOTS ALL PILE FABRICS,  
COLLAR-CUFF SOIL LINES... SAFELY!**

- Moves difficult stains from problem fibers.
- Moves crease-mark soil from Orlon Dynel.
- Used on board, wet or dry side.
- No effect on charge, for all systems.

WRITE DIRECT OR ASK YOUR JOBBER

**FUR-HEEL CORPORATION**

312 Seventh Avenue New York 1, N. Y.

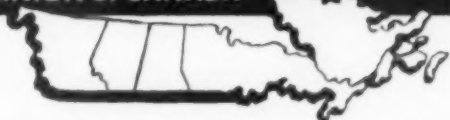
branch in Waukesha, Wis., at 151 Bank St. in the new River Park Shopping Center. The Uptown organization is a division of Adelman Associates of Milwaukee.

Alvin Kaftanski, proprietor of Band Box Cleaners & Tailors, 201 Front St., Beaver Dam, Wis., has purchased property at 108 Center St., which will be its new headquarters.

West Side Cleaners and Laundry has opened its fourth outlet, in the Three Sons Shopping Center, La Fayette, Ind.

A grand opening was held recently at Reehorst Cleaners, 23459 Lorain Rd., North Olmsted, Ohio. Newton and Owen Reehorst, owners, also operate a drycleaning establishment at 19441 Detroit Rd. in Rocky River.

## DOMINION of CANADA



Lux Cleaners and Tailors, Dawson Creek, B. C., has been sold by Mel and Vi Benson to Frank Yee.

A modern up-to-date building is being constructed on Pleasant St., Newcastle, N. B., to house Russell's Dry Cleaners.

## SOUTH WEST



A drycleaning establishment has been opened at 2243 Ball Rd., Anaheim, Calif., by M. M. Perlberg.

M & M Dry Cleaners, Eloy, Ariz., has been moved to 813 E. Florence in Casa Grande.

New Fashion Cleaners has opened a branch at 101 Adams St., Denver, Colo. John, Herbert, Sam and Stanley Kamlet are the owners.

Fashion Cleaners has been opened at Arrington and Locke, Farmington, N. M.

A formal opening held recently at Quality Cleaners, 227 W.

Lubbock, Slaton, Tex., was attended by approximately 1,000 persons. The establishment is owned by Paul Melton and Curtis Dowell.

R. C. Rice, proprietor of Bingham's A B Cleaners, San Marcos, Tex., has taken over management and operation of Miller's Cleaners in Kyle.

Stine Cash & Carry Seven-Hour Cleaners, Inc., with headquarters at 210 N. Union, Pueblo, Colo., has opened a branch at 1212 E. Routh, owner J. W. Stine has announced.

Camp's Cleaners, operated by O. J. Camp, Sr. and Jr. and

## how you can improve QUALITY



USE THE

**Qualitex® PAD AND COVER**

### ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

#### GUARANTEE

The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

ORDER FROM  
YOUR  
JOBBER TODAY

Quality

products company

5760 West Grand Avenue  
Chicago 39, Illinois

## Remove Boiler Scale- Prevent Corrosion with DOCTOR BOILER

### Here's how it works in your boiler!

Doctor Boiler's action causes scale to break away from the metal of your boiler in the form of "slush." Then, when the boiler is blown down and washed out, this loose scale flows away. Priced to fit the lowest budget, Doctor Boiler will save fuel costs...increase the efficiency of your steam plant.

Mail NOW for complete details  
about Doctor Boiler's amazing action!

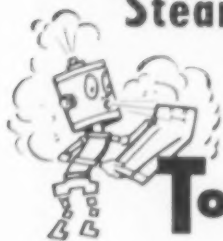


DOCTOR BOILER, Inc.  
4307 Main St., Dallas, Texas

Send me full information on Dr. Boiler.

PLANT \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

# AUTOMATICALLY Steams-Dries-Finishes and SHUTS OFF



## Topper-Matic

Contact P & H Industries, Dorchester House, Dallas, Texas, for your nearest TOPPER-Matic Distributor.

## GROSS STAR



### TRIPL-SAFE GRID PLATE Masters ANY Fabric

The Grid Plate  
that CAN'T  
make a mistake

1. Perf. liner
2. Filter screen
3. Napped surface

under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75

from your jobber

### GROSS STAR TRIPL-SAFE GRID PLATE

PATENT  
APPL'D FOR

MFD. BY  
L. BEHRSTOCK CO.  
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN  
STEAM FILTER

## YOU PROFIT FROM OUR EXPERIENCE!

Save time, money, trouble  
laundering shirts through H-K's  
technical help and 106 years'  
experience. Full line of laundry  
and dry cleaning supplies. Nation-  
wide service. Send for free booklet,  
"Better Way Washing Talks."

**H. KOHNSTAMM & CO., INC.**

82-93 Park Place, New York 7, N. Y.  
11 13 E. Illinois St., Chicago 11, Ill.

41 YEARS with the  
DRYCLEANING INDUSTRY

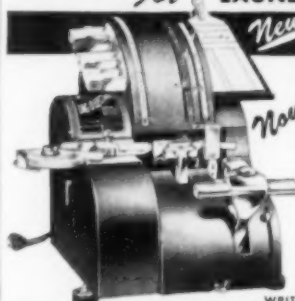
## INSURANCE AT COST!

NATIONAL INDEMNITY EXCHANGE  
NATIONAL FIRE INSURANCE EXCHANGE

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

## THE UNIVERSAL TEMPORARY IDENTIFICATION MACHINE

For LAUNDERERS AND CLEANERS



## Now! TAG-O-LECTRIC

Rheostat controls for consistently strong clear printing; and uniform stapling pressure for proper set and clinch of staples.

Tag-O-Lectric makes, marks and power staples in a single operation. One, or two precision-placed staples.

It's the machine and tags that break the bottleneck at mark-in and up through assembly.

WRITE for FULL INFORMATION

## TEXTILE MARKING MACHINE CO., Inc.

2204 Erie Blvd. E.

Syracuse 1, N. Y.

Mrs. S. M. Granstaff, has been moved from 309 S. Locust to E. Oak and Blount, Denton, Tex. The concern also operates a pickup station at 222 Congress.

Joy Lee Williams has purchased Sartor Drive-In Cleaners, Comanche, Tex., from Mrs. Edwin Sartor and M. L. Green. The firm will be operated as Williams Drive-In Cleaners.

A grand opening was scheduled to be held recently at Ivy Manor Cleaners, W. 48th Ave. and Sheridan Blvd., Arvada, Colo., by Mrs. Virginia Durando.

A formal opening was scheduled recently for Tyler Cleaners at 1834 Butternut St., Abilene, Tex.

## OBITUARIES

William Anschicks, former operator of Marseilles (Illinois) Cleaners, died recently. Mr. Anschicks had operated the drycleaning establishment for several years.

Robert Driscoll Hurt, 75, former operator of a drycleaning establishment in Dalton, Georgia, died recently. The concern, which Mr. Hurt organized in 1918, is being operated by his son, Douglas. Survivors besides Douglas include his wife, another son, Robert, and a daughter.

## MEETINGS SCHEDULED

August 9, 10 and 11—National Institute of Drycleaning Alumni Society, Back-Home Day, Shoreham Hotel, Washington, D. C.

September 12, 13 and 14 — Pennsylvania Association of Dyers & Cleaners, Annual Convention, Brunswick Hotel, Lancaster.

September 15, 16 and 17—Dry Cleaners Institute (Ontario) Ltd., Annual Convention, Royal York Hotel, Toronto.

October 2 and 3—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

October 4, 5 and 6—New York State Launderers & Cleaners Association, Fall Conference, Whiteface Inn, Whiteface.

October 25, 26 and 27—Ohio Drycleaners Association, Annual Convention, Commodore Perry Hotel, Toledo.

NATIONAL CLEANER & DYER



# NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

## CLEANING PLANTS FOR SALE

**FOR SALE**—Modern laundry and cleaning plant with storage vault in fast-growing Mississippi town. Good trade area, minimum competition. Established 30 years, two owners. 1956 volume \$162,000. Building, equipment, trucks and land priced less than replacement. Will discuss reason for selling with interested buyer. **ADDRESS**, Box 8074, **NATIONAL CLEANER & DYER**. -9

**BUFFALO, NEW YORK**. Complete modern 1-hour synthetic drycleaning plant, centrally located, doing good business, all cash and carry. Owner retiring. Price \$25,500. **ADDRESS**, Box 7979, **NATIONAL CLEANER & DYER**. -2

**CENTRAL FLORIDA**: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. **ADDRESS**, Box 7956, **NATIONAL CLEANER & DYER**. -8

**CENTRAL CALIFORNIA**, complete synthetic drive-in plant. Grossing \$20,000 cash-and-carry. Full price with real estate, which includes \$100 month rental—\$50,000. Half down. Established 10 years. Great opportunity. **ADDRESS**, Box 8091, **NATIONAL CLEANER & DYER**. -2

For sale—modern cleaning plant in fast-growing west Texas town. Good business. All machinery in good condition. **ADDRESS**, Box 8085, **NATIONAL CLEANER & DYER**. -3

Solvent plant established 8 years. Northern Ohio town. Ideal for couple—\$15,500. Reason for selling, wife left to operate alone. **ADDRESS**, Box 8084, **NATIONAL CLEANER & DYER**. -2

**QUALITY PLANT**, Martin unit, established route, rug machine rental. Central location. \$32,000 year, gross. Plaza Cleaners, 2127 Salvio St., Concord, California. 8047-2

North Idaho modern cleaning plant, good prices, fine climate, excellent set-up for man and wife. One third down. **ADDRESS**, Box 8100, **NATIONAL CLEANER & DYER**. -2

For sale—drycleaning plant in northeast Colorado. Fully equipped. Well established, doing large volume of business. Health forces sale. **ADDRESS**, Box 8141, **NATIONAL CLEANER & DYER**. -2

Hat renovating shop and store. Equipped for new hats. Enough space for drycleaning or shoemaker. Owner wishes to retire. Best terms. Bartellino Hat Works, 715 South Kedzie Ave., Chicago 12, Illinois. 8138-2

Drycleaning solvent plant in western Pennsylvania. Grossing over \$32,000 yearly. Drive-in service window, large parking area and long lease. Price \$22,000. Write. **ADDRESS**, Box 8148, **NATIONAL CLEANER & DYER**. -2

Mid West—Modern Synthetic—Gross over \$40,000. Established over 15 years, good trade area, minimum competition. Reason for selling—death of owner. **ADDRESS**, Box 8157, **NATIONAL CLEANER & DYER**. -2

**CENTRAL FLORIDA**—Complete laundry and drycleaning plant. 22-year quality reputation. Wonderful opportunity. \$82,000 volume. A-1 location. With or without real estate. Worth investigating. C. E. Straight, Broker, Mount Dora, Florida. 8144-2

For sale, drycleaning shop. Well-established business for 12 years. Good location, complete equipped. \$18,000 gross yearly. Price \$9,500—retiring. Contact owner, F. M. Milner, 2365 30th St., San Diego 4, California. 8094-2

**CALIFORNIA**—Alameda County. Cleaning plant \$1000 per week, established 25 years. Owner ill. Write to Clancy Miner, 701 McKinley Ave., Oakland 10, California. 8160-2

**FOR SALE**—Drive-in package One-Hour laundry and cleaning plant doing \$1,500 per week. Located in industrial city of Virginia. Very profitable operation, cost \$75,000 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed. **FOR SALE**—One-Hour package cleaning plant doing \$800 per week. Main Street location with parking area. Completely remodeled in 1956 at cost of \$18,000. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia. **FOR SALE**—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed. **THESE THREE** plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Virginia. Phone 2-2156. 8164-2

For Sale—in major Kentucky city, leading drycleaning plant, profitable operation, including property, modern building, equipment, trucks, two branches. Volume over \$200,000—all details to financially responsible parties. **JAMES LOBRED COMPANY, BROKERS**, 443 Commonwealth Building, Louisville, Ky. 8165-2

**LOS ANGELES DRYCLEANING BUSINESS**. Long established concern, doing yearly volume of \$250,000. High-class retail. Excellent clientele. Terms. Business can be expanded. Owner retiring. Address: Box 8168, **NATIONAL CLEANER & DYER**. -2

**FOR SALE: ONE-OWNER** perchlorethylene plant in fabulous Northern Summer-resort, with four factories. Established 1926. Owner retiring. Hunting, fishing, skiing, golf for leisure. NO atomic fall-out. No tornadoes. No floods. Excellent schools. Ten churches. Address: Box 8170, **NATIONAL CLEANER & DYER**. -2

Complete modern 140F cleaning plant in Southern California. Excellent location, good lease. \$30,000. Address PO Box 2073, Downey, Calif. 8182-2

**FOR SALE** in Western New York, modern, fully equipped drive-in dry cleaning plant. Reasonably priced for quick sale with or without branch store. Write box 8132, **NATIONAL CLEANER & DYER**. -2

**EXCLUSIVE**, well established **CASH & CARRY DRYCLEANING BUSINESS** in one of the larger seaport cities of Southeast. Air Force, Navy, Coast Guard, and Marine bases, also three colleges here. Nine branch offices. Solvent plant, well equipped for all work. Machinery in good condition, several new pieces of equipment. High quality reputation. In business 38 years. 25 years in present location. Grossing over \$130,000. Must see to appreciate. Area with 160,000 people. Owner retiring. \$30,000 down with or without real estate, may have long lease with option of purchasing. Address: Box 8171, **NATIONAL CLEANER & DYER**. -2

**MAJOR SHOPPING CENTERS** in Greater Los Angeles area. We have dry cleaning and laundry locations in leading centers. Our trend-setting installations include modern store layout, quality "package" equipment, liberal financing, advertising and promotion program which assures immediate success. Kase & Associates, 416 West Eighth Street, Los Angeles, California. VAndike 8226. 8172-2

**FOR SALE**—Eastern Pennsylvania. Modern Drive-In cleaning plant, with cold storage vault of 5,000 garment capacity. Plant presently operates two routes and three stores, volume \$50,000 with a potential of much more. Plant is large enough to take care of doubling present volume. Owner will discuss reasons for selling with anyone interested. Address: Box 8173, **NATIONAL CLEANER & DYER**. -2

For Sale—Solvent dry cleaning plant in small Colorado town, Eastern slope. Grossing \$20,000 and growing. Very good equipment. Write to Box 8175, **NATIONAL CLEANER & DYER**. -2

For sale—modern laundry and cleaning plant So. West Iowa. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10 year lease. Must sell to settle estate. **ADDRESS**, Box 8134, **NATIONAL CLEANER & DYER**. -2



## HELP WANTED

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and furriers. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

**MANAGER**—drive-in drycleaning and shirt laundry plant under construction. Must be take charge man—willing to work. State experience, education, present employment, age and present salary. No interview without **COMPLETE** information. All replies confidential. **ADDRESS**, Box 8088, **NATIONAL CLEANER & DYER**. -7

Modern, progressive plant in South America, requires highly skilled production supervisor for drycleaning (Stoddard) wool and silk spotting, restretching, also capable training help. Finishing experience advantage. Detail experience and conditions required. **Address**: Box 8098, **NATIONAL CLEANER & DYER**. -7

Reliable Spotter to settle near the South Jersey Resort. Guaranteed all year round wage. Must have good background, operating large synthetic drycleaning unit on charge system. **Address**: Box 8125, **NATIONAL CLEANER & DYER**. -7

**SPOTTER—CLEANER**. Good job for right man, new plant building. North end of West Palm Beach, Florida. **Address**: Box 8161, **NATIONAL CLEANER & DYER**. -7

Man, or man and wife combination, capable of managing dry cleaning department employing 100. Must be able to train and supervise help. Up to date plant. Good future. State full qualifications, including past experience, education, age, and present salary. Midwest location. **Address**: Box 8162, **NATIONAL CLEANER & DYER**. -7

Manager—capable of assuming complete production and employee responsibilities in quality solvent plant. Total 35 employees for branch stores—6 routes. Bacall Cleaners, 1408 St. Charles Road, Maywood, Illinois. 8169-7

All around working manager for modern plant doing about \$50,000, steadily increasing. Capable handling help, equipment maintenance, good spotting knowledge, etc. Good deal now and better future for right man. Albany, N. Y. location. State experience first letter. **Address**: Box 8176, **NATIONAL CLEANER & DYER**. -7

Wanted—**YOUNG MAN, ALL AROUND EXPERIENCE** for quality cleaning store in Midtown New York City. **Address**: Box 8177, **NATIONAL CLEANER & DYER**. -7

## SITUATIONS WANTED

Man desires U. S. or Canadian position. 25 years experience in European, Australian plants. Speaks 6 languages. Finest references. Wife is excellent spotter and silk finisher. Will need letter of intention from employer for immigration purposes. **ADDRESS**, Box 8060, **NATIONAL CLEANER & DYER**. -5

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical. 21 years experience, will consider try-out basis first. **ADDRESS**, Box 7917, **NATIONAL CLEANER & DYER**. -5

Manager's position wanted. Capable of assuming complete responsibility of quality plant. 25 years in the industry. Married, sober, reliable. Prefer eastern United States. Interested only in long term proposition. **ADDRESS**: Robert L. Davis, 1710 Mobile Ave., Erie, Pa. 8149-5

**PLANT MANAGER'S POSITION WANTED**. 25 years experience in all departments of drycleaning. Capable of training help. Age 42, married. Prefer Long Island. **ADDRESS**, Box 8147, **NATIONAL CLEANER & DYER**. -5

**MANAGEMENT**: Would like an association with an old and respected business (no chain) that truly needs the stimulation of sound, progressive ideas with good sales and production management to better its future. Good climate of equal interest. **Address**: Box 8178, **NATIONAL CLEANER & DYER**. -5

Position wanted as manager in quality cleaning plant, or will consider lease with privilege of buying. Years of experience in all phases of the industry. Can handle help and maintain quality and production. Prefer Mid-west states. Box 8183, **NATIONAL CLEANER & DYER**. -5

## SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotte Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

**DISTRIBUTORS-INDEPENDENT SALESMEN** sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7656-14

**SALESMAN**: Young man plant or sales experience in drycleaning wanted by leading specialty manufacturer to travel Midwestern territory. Salary plus expenses. Give age, education, experience, salary required. **ADDRESS**, Box 8153, **NATIONAL CLEANER & DYER**. -14

Experienced, aggressive man to sell laundry and drycleaning machinery and equipment in eastern part of Tennessee, for distributor with sterling reputation throughout the area. Answer in own handwriting, giving age, marital status, all experience, and references both business and personal. **ADDRESS**, Box 8121, **NATIONAL CLEANER & DYER**. -14

Salesman for state of Connecticut to sell complete lines of leading machinery for well-established distributor. Wonderful opportunity for ambitious person to make permanent connection. Good draw against commission. Replies strictly confidential. **ADDRESS**, Box 8122, **NATIONAL CLEANER & DYER**. -14

## CONSULTANTS

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-25

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6640-25

**48-HOUR ANALYSIS SERVICE**. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 4 Commercial Street, Malden 48, Mass. 7577-25

## BUSINESS OPPORTUNITIES

Plant owner has A-1 location in western Massachusetts for package plant. Need experienced man with minimum of \$2,000 to participate. **ADDRESS**, Box 8124, **NATIONAL CLEANER & DYER**. -11

**LAUNDRY & DRY CLEANING**, SW. West Va. Av. gross sales \$35,000. R.E. & 4,500 sq. ft. build, ar. Compl. eqpt. (part new) No laund. compet. 3 trucks. Est. 1932. Will discuss terms. Retiring! Ref. 8830. **LAUNDROMAT—E. C. Fla.** (also fin. serv. & dry clean.) 24 Washers. Modern. Xint. shopping center loc. Ref. 8950. **LAUNDRY & DRY CLEAN. PLANT—N. C.** N.C. Retail dry clean. & Indry w/ routes. Also 3 branch offices. 30 Empl. Work area 7,058 sq. ft. RE/Bldg. incl. Xint. potential! '56 gross sales \$86,064. Brochure on request. Ref. 8990. **CLEANERS & LAUNDRY—N. C.** Ark. Retail—towel & apron Indry serv., carpet cleaning & linen rentals, plus 3 routes. Work area 6,800 sq. ft. 19 Empl. 5 Mos. gross sales \$25,373. Est. 1932. Brochure on request. Ref. 9033. **CLEANERS—S. C.** Wash. Drycleaning plant & shirt & trouser laundry, including RE/bldg. Work area 1,600 sq. ft. NO competition! 1956 net. \$7,000. Brochure on request. Ref. 824346. **LAUNDROMAT—W. Cen. Ga.** Also drycleaning Xint loc! 2 Empl in 1250 sq. ft. w/ 16 washers & 3 dryers. Priced to sell. Brochure on request. Ref. 9036. **LAUNDRY & DRYCLEANING PLANT, S.E. Ky.** Tri State delivery serv. Incl. R.E. & Bldg. Est. 1945. 31 Empl. 5 trucks. 1956 gross sales \$92,000. **NO comp!** Brochure on request. Ref. 8995. **CLEANING CO.** 2 plants, both in gen. Wash. D. C. area. 11 Empl. in A-1 work areas. Est. 1946. Overall net, \$10,000! Free and clear! Write for brochure. Ref. 842576. **CLEANERS—S.E., So. Dak.** Retail dry cleaners. Est. in 1912. 6 Empl. Xint. pot. F. P. only \$7,700. Brochure on request. Ref. 862244. **BUSINESS MART OF AMERICA**, 6425 Hollywood Boulevard, Los Angeles, California. 8165-11

## FOR LEASE OR RENT

For Rent—Store approximately 1200 square foot. Atlantic Avenue, Brooklyn, New York, near L. I. Railroad station. Reasonable. Phone: CHickering 4-1846 or FLower 6-3395. 8174-20

## BUSINESS SERVICE

**P. S. . . . .**  
**YOU CAN CLEAN FURS . . . . .**  
**WITH FUR-FEEL CHEMICALS . . . . .** 7929-10

**DOUBLE YOUR INCOME** from your newspaper advertising by using our low-cost **CLEANER TOONS** and **verses**. For **FREE** proofs write **DAVID LILLY CARTOONS**, Box 167, Long Beach, Calif. 7580-10

**DIRECT MAIL ADVERTISING** for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

Orlon-Dynel pile fabrics cleaned—refinished—the furriers' method. Our 25th year of serving the trade. Send for your price list today! Hudson Fur Cleaning Co., 101 Cranston St., Providence, R. I. 7996-10

**STORAGE RECEIPT BOOKS** numbered 75 sets shipped same day \$1.50, additional books \$1.00 prepaid. Send for free sample. David Matthews Co., 101 Cranston St., Providence, R. I. 7989-10

Double-breasted suit coats made single. \$9.95 wholesale. Tailoring, any kind. By mail. Talis & Company, 11 Pleasant St., Worcester, Mass. 8157-10

## MERCHANDISE FOR SALE

**MANUFACTURER SELLING OUT SURPLUS 24 x 34 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. L. S. SUPPLY COMPANY, 168 TRENTON AVENUE, WHITE PLAINS, NEW YORK.** 7717-45

**CUT DISTILLING COSTS 300%!** Our new rags cost you no more than old rags, last three times longer for distilling your drycleaning fluid. Write or phone for free samples and prices. Standard Wiping Materials, 645 Dean Street, Brooklyn, New York. Nevins 8-1900. 8073-45

## TRAINING SCHOOLS AND INSTRUCTIONS

**HUBBARD DRYCLEANING AND REDYEING SCHOOL**, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5908-15

**DO INVISIBLE REWEAVING IN YOUR OWN SHOP.** Tremendous profits for you by giving your customers finest work **AND** prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

**LEARN TAILORING, REPAIRING** in one of America's finest tailoring schools. 100-hour course \$75. Empire Institute of Tailoring, 422 A East Fifth St., Hazleton, Pa. 7129-15

**LEARN TAILORING, REPAIRING, DESIGNING and CUTTING** on men's and women's garments. (3 separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

## REWEAVING

**RE-WEAVING AT LOWEST WHOLESALE PRICES**, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Ave., New York 21, N. Y. 5966-29

**A. A. A. WEAVING SERVICE.** Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly reweoven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1188 MADISON AVENUE, NEW YORK CITY 28.** 150-90

**REWEAVING, ONE-DAY SERVICE:** Cigarette burns, moth holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

## REWEAVING (Cont'd)

**MONEY BACK GUARANTEED REWEAVING.** Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necessary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS**, 413 Race St., Cincinnati 2, Ohio. 7369-29

**ADAMS WEAVING COMPANY** the best known name in Reweaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY**, 1010 Republic Building, Chicago, Illinois. 5470-29

**REWEAVING BY THE SUPERIOR FRENCH PROCESS, MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TO-DAY.** R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

**REWEAVING.** Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART**, work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE**, 413 Race St., Cincinnati 2, Ohio. 5066-29

**"40% PROFIT WITHOUT INVESTMENT."** Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. **OR**, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

**FOR GUARANTEED REWEAVING SERVICE** ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

**HEDDA MOHL, REWEAVER**, formerly **VIENNA, PARIS**. Original French weaving, reweaving, spotting, invisible mending. Holes, burns and tears expertly reweoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

**REWEAVING—Saves and renews damaged garments.** Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—327 Ness Building**, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

**FRENCH REWEAVING BY EUROPEAN ARTISTS. GUARANTEED FINEST YOU HAVE EVER SEEN. OVER 300 SATISFIED CUSTOMERS. SEND GARMENTS TO: MAFFE WEAVING CO., 153-27 HILLSIDE AVE., JAMAICA 32, N. Y.** 7854-29

## REWEAVING INSTRUCTIONS

**LEARN INVISIBLE REWEAVING—complete instructions and supplies \$10. NOTHING MORE TO BUY.** If you can't reweave in 30 days, \$10 worth **FREE.** Jacks Service, P.O. Box 345-N, Freeport, Illinois. 8133-32

## SEWING ROOM SUPPLIES

**BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 24 SUEDE LEATHER ELBOW PATCHES, \$4.00.** Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-49

*Put  
Cancer  
On The Defensive!*

Together we can strike back

Give to

**AMERICAN CANCER SOCIETY**

## SUEDE AND LEATHER SERVICES

**SUEDES AND LEATHERS** cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to **THE SUEDE KING**, 1311 East State Street, Sharon, Pa., Member of S.L.R.A. 5234-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 6095-13

**CERTIFIED LEATHER CLEANERS**—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS**, 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

**CERTIFIED LEATHER SERVICE**—NEW ENGLAND'S foremost suede and leather cleaner—our 29 years of service is your guarantee of satisfaction—prompt service, garments insured. **CERTIFIED LEATHER SERVICE**, 210 County St., New Bedford, Mass. 7919-13

**SUEDE AND LEATHER**—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE**, 946 Shepley St., Youngstown, Ohio. 7947-13

Leather-Suede wholesale cleaning. Approved S.L.R.A. methods. Celebrating 25 years of progress. Send for price list today! **Hudson Fur Cleaning Co.**, 106 Cranston Street, Providence, R. I. 7995-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat, \$6.00. To change the color of suede, 50% more. **Advance Leather Coloring**, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Suede and Leather Specialists. "**Lano-Lustre**" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service**, 1304 McGee, Kansas City, Missouri. 8086-13

## WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "**We Know How.**" **WHITE'S, INC.**, Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

**LOEBL DYEING IS THE FINEST QUALITY PRODUCED.** All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loeb's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC.**, 348 W. SALEM AVE., ROANOKE, VA. 7005-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC.**, 1187 MAPLE ST., ROCHESTER 11, N. Y. 7256-12

**SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY.** We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

**Dyeing Is Our Business—"Science in the Art of Dyeing"** by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS**, 2211 County St., Portsmouth, Virginia. 7638-12

## MISCELLANEOUS

**ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES.** Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

## MACHINERY WANTED

**WANTED: USED HOFFMAN UTILITY PRESSES**, any model, any amount. Address: "**M.A.T.S.A.**" Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

## MACHINERY FOR SALE

For Sale—Immediate delivery, subject to prior sale, completely rebuilt and guaranteed: 1—48" Prosperity extractor—220/3/40—\$1,525. 1—Super Zoric synthetic unit, fully automatic, complete recovery—\$2,250. 1—Butler 3,300 G.P.H. filter and pump—\$1,250. **WHITE, WIRE OR CALL—JENSEN MANUFACTURING COMPANY, PALMYRA, NEW JERSEY—MARKET 7-1403.** 8063-4

**LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION, 54 x 78" HOFFMAN BALLOON DRYCLEANING WASHERS, 48" and 60" AMICO OPEN-TOP EXTRACTORS, 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 9th STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6446.** 5378-4

42 x 54 Gross washer—2 years old. 36 x 54 Gross washer, above belt-driven. 40" Fletcher extractor, motor-driven—excellent 5M gal. Gross filter. 75-125 gal. Gross still. Other miscellaneous equipment. No reasonable offer refused. **NEW DREMAN CLEANERS**, 6612 Pennsylvania Ave., Cleveland 3, Ohio. 8102-4

Automatic Packaged Steam Boilers—Write manufacturer for quotation. **W & D Boiler & Welding Co., Inc.**, 2525 Canton Street, Dallas, Texas. 8106-4

Gross metal washer—42 x 64, 220 volt, 3 phase, 60 cycle, motor driven. In perfect condition. Priced to move. **Yorgy's Cleaners & Dyers**, 17th and Fairview St., Reading, Penna. 8159-4

Presses, factory new steam operated Mushroom 19/21" Prosperity 721-SO, Hoffman XW-2, New York Pressing NLY-1, also all-purpose 54" American 51-A for Canada and Export only at extremely attractive prices. **Appalachian Corp.**, Lyndhurst, New Jersey. 8166-4

Prosperity Model 7A Synthetic dry cleaning unit, excellent condition. Used very little. Full automatic operation. Complete with sub filter for back washing of main filter and solvent recovery from sludge. **Glicks Laundry Co.**, 5180 Delmar, St. Louis, Missouri, FOrest 7-6600. 8179-4

**BETTER BUYS IN USED EQUIPMENT! WE HAVE GOOD USED EQUIPMENT TAKEN IN TRADE ON BRAUN UNIT WASH AND UNIT KLEEN MACHINES. WE MIGHT HAVE WHAT YOU WANT. G. A. BRAUN, INC., 461 E. BRIGHTON AVE., SYRACUSE 5, N. Y.** 8180-4

**FOR SALE:** one nearly new Forse FM-20 Master Shirt Folding Machine, \$275. One Forse SL-75 Master Sleeve, \$275. One 42" x 84" Troy Atlas stainless steel laundry washer, motor driven for 220 volts three phase, two cylinder pockets, \$2,400. Washer has been thoroughly rebuilt and is like new. **Harold Stegmiller, Laundry Machinery**, 2747 - 17th Avenue Court, Moline, Ill. 8181-4

## NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, N. Y.

Please send me \_\_\_\_\_ copies of your big 270 page "**FUR BOOK**" at only \$1.00 a copy.

My remittance for \$ \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

While They Last . . .

## "THE FUR BOOK"

Our Big 270-Page Volume for

**ONLY \$1.00!**

Drycleaners and furriers everywhere call it "the practical guide to fur garment making, maintenance, repairing and remodeling."

While we still have a few copies of "The Fur Book," we can fill subscribers' orders at the lower-than-low rate of only \$1.00 each.

For better results in your fur department—and higher profits—don't miss your copy. Send in the coupon **TODAY!**

# ADVERTISERS IN THIS ISSUE...

## In August's National Cleaner & Dyer....

How A New Boiler Installation Paid For Itself

Easing Traffic For  
Electrical Highways

How To Finish Drapes

Modernization In Plant  
Layout And Equipment  
Pays Off

Watch for these and other  
dollars-and-cents features  
in your August issue.

<b>A</b>	
Adco, Inc.	54-55
Almore Dye House	103
American Cleaners Equipment Co., Div. of The American Laundry Machinery Co.	8-9
Anderson-Prichard Oil Corp.	25

<b>B</b>	
Behrstock Co., L.	108
Berlou Manufacturing Co., The	106
Bishop David Freeman Co.	2-3
Bock Laundry Machine Co.	105
Braun Inc., G. A.	105
Butler Manufacturing Co.	4th Cover

<b>C</b>	
Caled Products Co., Inc.	71
Cisell Mfg. Co., Inc., W. M.	39, 41, 43
Columbia Boiler Co. of Pottstown	21
Columbia-Southern Chemical Corp.	79
Crown Paper Box Corp.	45

<b>D</b>	
Darco Chemical Div., Atlas Powder Co.	22-23
Davies-Young Soap Co., The	1
Detrex Chemical Industries, Inc.	49, 50, 69
Diamond Alkali Co.	14
Dicalite Division, Great Lakes Carbon Corp.	20
Doctor Boiler Inc.	107
Dodge Division, Chrysler Corp.	73

<b>E</b>	
Eaton Chemical & Dyestuff Co.	13
Emery Industries, Inc.	33

<b>F</b>	
Fur-Feel Process Corp.	94, 107

<b>G</b>	
Glover, Inc., Bill	105
Goldman Pressing Machine Corp.	95
Greenville Chemical Co.	100

<b>H</b>	
Haertel Co., Walter	106
Hammond Laundry-Cleaning Machinery Co.	47
Hayt Manufacturing Corp.	16-17
Huebsch Manufacturing Co.	63

<b>I</b>	
International Paper Co.	29

<b>J</b>	
Johns-Manville	Second Cover

<b>K</b>	
Kohnstamm & Co., Inc., H.	108

<b>L</b>	
Lattner Manufacturing Co., P. M.	102
Lincoln Bag Co., Inc.	19
Lookout Boiler & Manufacturing Co.	106

<b>M</b>	
Manitowoc Engineering Corp.	36-37
Marlow Pumps, Division of Bell & Gossett Co.	53
Mercury Cleaning Systems, Inc.	67
Multi-Clean Products, Inc.	83

<b>N</b>	
National Cleaner & Dyer	34-35, 92
National Indemnity Exchange	108
Newhouse Co.	104
Nicholson & Co., W. H.	26-27
Nu-Pro Manufacturing Co.	93

<b>O</b>	
Olsen Filtration Engineers	89

<b>P</b>	
P & H Industries, Inc.	108
Pantex Manufacturing Corp.	56-57
Parker Boiler Manufacturing Co., Sid E.	85
Pre-Marked Strip Tag Co.	59
Poly-Bag-R Co.	81

<b>Q</b>	
Quality Products Co.	107

<b>R</b>	
Recordak Corp.	87
Reliable Machine Works, Inc.	101
Rema Corp.	106

<b>S</b>	
Sarco Co., Inc.	77
Sec-O-Matic Corp.	91
Shell Oil Co.	65
Star Service Hanger Division of L. A. Young Spring & Wire Corp.	3rd Cover
Street & Co., Inc., R. R.	7, 75

<b>T</b>	
Textile Marking Machine Co., Inc.	108

<b>U</b>	
Unipress Co., The	104

<b>V</b>	
Vera & Son, Inc., A. G.	11
Vic Cleaning Machine Co.	5
Viking Pump Co.	96

<b>W</b>	
Warco Laboratories	61
Washex Machinery Corp.	99
White Machine Co., Inc.	97
Wichita Precision Tool Co., Inc.	15
Wilson Chemical Co., A. L.	4



## OUR READERS SAY

### De Luxe Cleaning

To the Editor:

I have been checking back on some old copies of mine of *The National Cleaner & Dyer* to locate some information of setting up and the advertising of "De Luxe" or "Hand Craft" cleaning, but I don't seem to have any information on hand.

I know that this service is becoming very popular wherever it is used plus a good profit getter.

T. A. PRATHER  
Formpro Inc.  
York, Pa.

*There have been several articles concerning de luxe cleaning over the years in NATIONAL CLEANER & DYER. One that we feel sums up this subject appeared in our January 1957 issue.*

—EDITOR

### Solvent Reclaimer

To the Editor:

I think a "Solvent Sludge Reclaimer" can be made locally and would be very grateful if you could let me have suitable plans for the construction of such a boiler. The solvent used will be benzene or white spirits of perchlorethylene.

M. PERL  
Chic Cleaners Pty Ltd.  
Germiston, South Africa

*There are several solvent sludge reclaimers commercially available in the United States. We do not have any information on the actual construction of these devices, but you may be able to get some help from the manufacturers. It may well turn out that you can buy one less expensively than building your own.*—EDITOR

### Takes Up Invitation

To the Editor:

I noted a letter in your April issue by someone in Denmark who would like to see some Americans visit their country from our industry. So, today, I am dropping a line to Mr. Paul Wurtz, in Copenhagen, saying I will probably get to his city this summer.

My wife and I are leaving by plane on June 16, right after our trip to the Allied Trades Convention in Bretton Woods, for a trip to Europe. We are attending the International Conven-

tion in Paris as well as making an NID call in Sweden. So, I think we will also go to Denmark.

FRANK A. PRATHER  
Prather's Drycleaning-Laundry  
Fort Myers, Florida

*Bon voyage to NID President and Mrs. Prather.*—EDITOR

### Odor Trouble

To the Editor:

I use the charged system, 1½ percent. Have used several kinds of soap. With all I have ever used, no matter how long I tumble, when I press or finish on the puff irons I have an odor when steam hits the garments, like Lysol or some kind of disinfectant. Is there any way to kill this odor? I keep my solvent in good condition. Have tried putting them in new solvent and charged, with the same result, so it must be the soap.

I remember seeing several years ago an item about something (it was homemade) to put on your pump line going to the filter to put filter powder in to save running through the washer. I put activated carbon in the trap and stir but it takes a lot of stirring. So if you can tell me how or have plans for this filter powder contraption would appreciate your sending me the plan.

VOGUE CLEANERS  
Cisco, Texas

*The difficulty you describe is very common, unfortunately. It is caused by some reaction between the sulfonated detergent, the solvent and the build-up of impurities in the system. If you don't have a still, you should have. If you do, it should be boiled in a 4 percent caustic solution. Your tanks should be boiled in a 2 percent caustic solution at least twice a year, particularly your dump tank.*

*You should dump or at least re-*

*distill all the solvent you now have on hand. Then make up a fresh batch of solvent at a 4 to 8 percent strength. This should circulate through your system for a couple of hours to pick up all the impurities that are present in the lines. While this is going on, it would be well for you to remove your filter screens and boil them in caustic, as well. This should be a 2 percent charge. After the extra-strong soap solution has been circulated as prescribed, this should be dumped and redistilled. You can then make up your regular 1½ percent charge.*

*Daily use of activated carbon is also recommended once you have purged your system. Most cleaners mix it right in with their filter powder on the precoat in the morning. Mixed together, the two powders readily adhere to the filter screens and avoid odor build-up and dye bleaching throughout the day.*

*Unless you completely purge your system as recommended, your problem will be a continuous one. Once it is done, however, your worries will be over.*—EDITOR

### Household Finishing

To the Editor:

I would appreciate it greatly if you could send me the name of sources whereby I may secure any and all information on the cleaning, handling, etc., of draperies. Also any articles that have appeared in your magazine from time to time on these subjects.

If I recall correctly, you ran a few stories on cleaners who had made their own curtain and drape-stretcher machines and also machines which replace the decorator's fold.

Thank you in advance.

RON FINE  
Loyal Cleaners  
Portsmouth, Va.

*Unfortunately, tear sheets for some of the articles to which you refer are no longer available. We are attaching copies of a recent story which may be helpful to you. We also hasten to add that your letter is most timely. At the present time we are running a series on household finishing, which began in June 1957 issue. We believe you will find most of the answers to your problems in this series.*—EDITOR

#### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the dry-cleaning industry, your problems and your solutions to problems. Address:

The Editor  
National Cleaner & Dyer  
305 East 45th Street  
New York 17, N. Y.

**L.A. Young**  
**Star-Service**  
**Garment Hangers**

**Perfect Makeup**  
 for **Top**  
**Performance**



BALANCED HOOK  
 HOLDS TO ROD  
 YET LIFTS OFF  
 EASILY

FINE, BAKED-ON  
 ENAMEL  
 FINISH

"E-Z GRIP" ADDS  
 EXTRA COLLAR  
 CONTROL

TIGHT, EVEN  
 "NO-SNAG"  
 SHANK

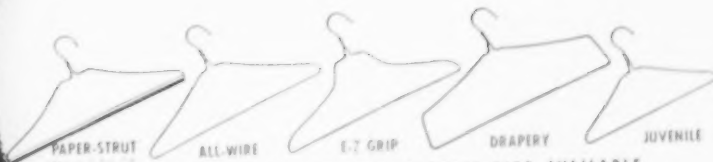
NON-CREASING  
 PAPER STRUT  
 CAN'T COME  
 LOOSE

CORRECT CURVE  
 FOR GARMENT  
 COLLAR AND  
 SHOULDER



**STAR-SERVICE HANGER**

DESIGNED BY L.A. YOUNG, LINDA & WIFE CORPORATION  
 2200 WHEEL STREET, CHICAGO 91, ILLINOIS  
 BRANCHES IN CHICAGO, ILL., NEW YORK, N.Y., LOS ANGELES, CALIF.  
 DIVISION IN CANADA, MONTREAL, QUEBEC



TROUSER GUARDS AND DRAPERY SADDLES ALSO AVAILABLE

# The **Butler** press—a favorite for years...and for years to come



## Now Better than ever!

The Butler air press has long been a favorite of owners and operators alike. Now it is better than ever! New factory installed foam rubber buck padding gives more uniform pressing surface, permits a better pressing job. New formica table top has perfectly smooth working surface. No seams, no snagging. Resists stains, burns, chipping. Lasts longer.

Fast, smooth, easy to operate, the Butler press has many outstanding features that permit more production, better quality work, and less operator fatigue. Adjustable head-speed regulator helps in training new operators. Instant heat transfer from head to garment saves time.

Table-front air control bar is easy to hit. Contact pressure valve permits perfect adjustment to every fabric. Hydraulic shock absorber provides easy, vibration-free operation.

Butler presses (manual and air powered) will continue to reflect the best engineering and design refinements—in the years ahead as in the past. You can *depend* on that, just as you can depend on Butler to supply you with a complete line of quality cleaning equipment. Moreover, you can be assured Butler will provide a complete stock of the repair and service parts so vital to the life and continued effectiveness of your equipment... for a long, long time to come.

Remember—everybody is interested in your business...

Butler is interested in your success!



### BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri  
Dept. 13, Room 602, 103 Park Avenue, New York 17, New York  
Dept. 23, 1858 Cheshire Road, N.E., Atlanta, Georgia  
3414 N. Harlem Avenue, Chicago 34, Illinois  
8905 Lake Avenue, Cleveland 2, Ohio